

## PRIVACY POLICY

Welcome to the Privacy Policy of Immortals, LLC ("Immortals," "we," or "us").

This Privacy Policy was last updated on September 1, 2021.

Immortals may collect both Personal Information and non-personal information (collectively, "Information"). We take care of how your Information is processed and used. This Privacy Policy: (a) explains how Immortals collects, stores, uses and may transfer or disclose your Information; and (b) applies to all Immortals websites, products and services that post, reference, or link to it ("Properties").

Immortals reserves the right to make changes to this Privacy Policy at any time by posting a modified version online at [LINK](#), so please review it frequently to ensure you are aware of any changes. If Immortals makes a material change to this Privacy Policy, we will provide notice to you in our Privacy Policy as posted and on the Immortals home page.

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1. Summary and Scope of Privacy Policy.

a. This Privacy Policy applies to all Properties that post, reference, or link to it, including: (i) team websites, online products and services; and (ii) team mobile applications.

b. Whenever you use a Property we may collect, process, and combine Information; contact you from time to time; and provide you with other services you have requested. We may, from time to time, also disclose Information to the game competitions and leagues in which Immortals participates, and their vendors and partners, as well as the other participating teams.

c. This Privacy Policy does not apply to third party websites or online properties to which our Properties may link, including the competitions and league in which Immortals participates and other participating teams, and you accept Immortals is not responsible for the security or privacy practices of any such third-party websites or properties. A link to a third party's website does not mean that we endorse it or that we are affiliated with it. We do not exercise control over third-party websites. You access such third-party websites or content at your own risk. You should always read the privacy policy of a third-party website before

providing any information to the website.

2. Information We Collect and How We Use It.

a. Immortals collects Information about you from you and other sources. We use and may combine that Information to operate, tailor content, personalize, adjust and improve our Properties, and to send you messages or personalized information about our services, including for marketing and promotional purposes.

b. We collect the following categories and types of “Personal Information”:

- i. Contact Information: your first and last name, mailing address, email address, and phone number;
- ii. Other identifying information: IP address, user names, passwords and other security information for authentication and access;
- iii. Financial Information: credit card, debit card and bank account information;
- iv. Demographic information: gender, age;
- v. Geolocation data;
- vi. Internet or other electronic activity: your browsing and click history, including information about how you navigate within our Properties and which elements of our Properties you use the most;
- vii. Commercial information: products purchased or viewed on our Properties;
- viii. Audio and visual information: your videos and photos; and
- ix. Inferences drawn from the categories described above in order to create a profile about you to reflect your preferences, characteristics, behavior and attitude.

c. Information Provided by You. Immortals may collect Information from you when you:

- i. Use of Our Properties. When you visit or use our Properties we may collect, process and/or combine Information about your use of those Properties, such as unique user IDs, site names, user preferences, browsing and buyer behavior, and recollection of information entered by the user. We use Cookies and/or similar technologies (collectively referred to as “Cookies”) to do this. In addition, we or our partners may also use Cookies to serve ads in our Properties. Please see our Cookie Policy below for more details.
- ii. Receive Newsletters on Products and Services and/or Receive Marketing Emails. Immortals and its teams may offer you the ability to receive

newsletters or marketing emails periodically by email about the products and services of Immortals and its affiliates. You can stop receiving further newsletters or marketing emails by unsubscribing from the link in the footer of each email we send to you.

- iii. Participate in Surveys/Feedback Requests. Immortals and its teams may ask visitors and users to participate in survey activities or to provide feedback about their products or services.
- iv. Participate in Sweepstakes and Contests. Immortals and its affiliates may collect information from visitor and users in connection with entry into and participation in sweepstakes and contents offered through the Properties. In doing so, Immortals and/or its affiliates may offer visitors and user the opportunity to receive newsletter on products and services and/or receive marketing emails as noted above.

d. Information Provided by Other Sources. We may also obtain Information about you from other sources, such as the competitions and league in which Immortals and its team participate, and each of their vendors and partners, social media, our affiliates, vendors, partners, and network advertising companies, and combine that Information with Information we have collected from or about you. We only collect Information from other sources where they have confirmed to us they are legally entitled to share it with us.

e. We use Cookies to provide and support our Properties and each of the uses outlined and described above. Please see our Cookie Policy below for more information.

3. Children and Parents. Our Properties are intended for users who are 13 years old or older. Immortals and its affiliates do not knowingly collect or store any Personal Information from children under 13. If we become aware that we have inadvertently received Personal Information from a child under the age of 13, we will delete such information from our records. Parents should contact Immortals immediately if they have any concerns. Please see the Contacting Us section below for further details.

4. Your Choices. You have choices over the Information provided by you and by other sources, and how that Information is used by Immortals and its affiliates.

a. Your Choices About Information Provided by You. If you do not want to provide Immortals or its affiliates with Personal Information, then you can choose not to provide it. Please note that if you choose not to provide us with Personal Information, we may not be able to provide you with the relevant product or service that you want. For example, without providing an email address, you will not be able to sign up for Immortals newsletters.

b. Your Choices About Information Provided by Third Parties. You may be able to control how third parties collect and share your Information by changing your preferences or opting out of collection directly with those third parties. Before disclosing Information to third parties, we recommend you check their respective privacy policies for further details.

c. Your Choices About Immortals Using Your Information. You can exercise choices over how Immortals and its affiliates use your Personal Information and update your preferences at any time by: (i) removing yourself from receiving email marketing or newsletters from Immortals or its affiliates by clicking the unsubscribe link in the email; and (ii) disabling

selected Cookies from collecting information relating to the effectiveness of advertising campaigns or analytics data and from serving you with personalized advertising on our Properties or third-party properties (please see our [Cookie Policy](#) below). If you opt-out of receiving email marketing communications from us, please note that we may still contact you occasionally to provide you with service-related information.

5. Sharing Information.

a. Immortals shares Information: (i) with its affiliates and the competitions and leagues in which its teams participate, and each of their vendors and partners, as well as the other teams participating in the competitions and leagues; (ii) with sponsors, vendors, and partners engaged by Immortals and its affiliates in order to provide you with goods or services you have requested or online advertising selected by us; (iii) if required to do so by applicable law, regulation or legal process; (iv) if necessary to exercise, establish or defend our legal rights; (v) if necessary to protect the vital interests of any person; and (vi) In connection with the sale of our business or assets.

b. Our Affiliates. We may share Personal Information with businesses controlling, controlled by, or under common control of Immortal.

c. Competitions and Leagues. If you have submitted Information on the Properties, or Information has been collected from or about you, including through your use of the Properties, your Information (e.g., if you have provided your email address to receive newsletters and/or marketing emails) may be shared with the competitions and league in which Immortals' team participate, along with other teams participating in those competitions and leagues. Further, the competitions and leagues in which Immortals' teams participate may share this Information with their vendors, partners, other participating teams, or other third parties, all subject to their applicable privacy policies available on their official websites.

d. Vendors. Vendors provide goods and services (for example, billing, consumer services support, consultancy, information technology hardware and software) to Immortals and its teams and affiliates in order to support, operate and develop the Properties and to deliver marketing communications on our behalf. We do not share Information with vendors to use for their own direct marketing purposes or any other purpose without your consent, except those outlined above and to execute, deliver and/or improve the services they provide. We only provide our vendors with the information necessary for them to perform these services on our behalf. Each vendor must agree to use reasonable security procedures and practices, appropriate to the nature of the information involved, in order to protect your Personal Information from unauthorized access, use, or disclosure. vendors are prohibited from using Personal Information other than as specified by us.

e. Sponsors and Partners. Information may also be shared with the sponsors and suppliers who support and are associated with Immortals and its teams, the Properties, and their activities.

f. Applicable Law, Regulation or Legal Process. We will disclose your Information in the good faith belief that we are required to do so by law, including but not limited to disclosure to law enforcement or other government officials in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose you, us, or the competitions and leagues in which Immortals and its teams participate or their affiliates. This may include responding to legal requests from jurisdictions outside of the United

States where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards.

g. Establish or Defend Legal Rights. We will disclose your Information where necessary for the purpose of exercising, establishing or defending our legal rights, or those of the competitions and leagues in which Immortals and its teams participate. For example, we will review your communications and other Information in order to investigate allegations of hacking or any other breach or alleged breach of any applicable Terms of Use or this Privacy Policy and disclose your Personal Information, including communications, to our legal advisors, consultants and law enforcement or other government officials.

h. Protect Vital Interests. We disclose your Information with third parties where we believe this is necessary to protect the vital interests of any person. For example, we disclose Information relating to an online account if we in good faith believe the user of that account is using it in ways that are harmful to others (e.g. making inappropriate contact with minors).

i. Sale of Our Business or Assets. Separately, in the event of a merger, acquisition, reorganization, bankruptcy, or other similar event, customer information of Immortals and its affiliates, including Information and communications, may be transferred to our successor or assign.

j. Please note that any information, including Personal Information that you reveal in a bulletin board, message board, chat room or other public forum is publicly viewable. When you post Personal Information publicly through the Properties, it may be viewable by other users of these sites and we cannot prevent further use of the Personal Information by third parties.

6. Security. Immortals takes a range of security measures designed to protect your Personal Information and keep it confidential (unless it is non-confidential by nature, for example, publicly-available information). We also take steps to ensure that the Personal Information collected is protected from misuse and alteration. In addition, we request vendors who process Personal Information on our behalf to themselves take a range of security measures designed to help protect your Personal Information. However, the Internet by its nature is not a secure environment and the nature of security risks is constantly evolving, as are the technical and organizational industry standards relating to management of those risks. The complete security of any Personal Information collected, stored or used by us or our vendors cannot therefore be guaranteed, and you transmit your Personal Information through the Properties at your own risk.

7. Accessing Information.

a. If for any reason you are concerned with the way we are using your Personal Information, or would like to correct, view, update or request that we delete such Personal Information, you can send your request to [info@immortals.gg](mailto:info@immortals.gg). Alternatively, you may write to us at: 11460 W. Washington Boulevard, Los Angeles, CA 90066. We will be happy to review, update or remove Information as appropriate.

b. We will retain your Personal Information for the length of time needed to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

c. Residual copies of Information that has been deleted may remain in our backup systems. We may still retain your Information to resolve disputes, enforce our Terms of Use or other user agreements, or comply with legal requirements; in this case, your Personal Information will be blocked from use for any other purpose.

8. Contacting Us. This Privacy Policy applies between you and Immortals. You can contact us at [info@immortals.gg](mailto:info@immortals.gg), or write to us at: 11460 W. Washington Boulevard, Los Angeles, CA 90066.

9. Important Notice.

a. For privacy related information applicable to users who are California residents or based outside the United States please see below.

b. Please note your use of this website, product, or service of Immortals or its teams or affiliates is also subject to the terms of the Immortals Terms of Use above.

10. Special Note for Users located in the European Economic Area (“EEA”), Switzerland or the United Kingdom (“UK”)—Your Rights and Choices.

a. The data controller for the Properties is: Immortals, LLC, 6100 Center Driver, Suite 1050, Los Angeles, CA 90045.

b. We use the information we collect about you to pursue the following purposes, which are necessary for the performance of the contract between us to provide you with the products or services you requested or which we consider in our legitimate interests:

- i. To enable you to register to the Properties;
- ii. To send you transaction-related emails or push notifications;
- iii. To offer you the features for which you provide information;
- iv. To handle any request you may have to our consumer services such as resolving your problem or question, handling your warranty request; manage any complaints or deal with any feedback you may provide us;
- v. For statistical analysis of aggregated data to help us segmenting our offering and develop our products and services;
- vi. To better understand the way in which the Properties are working, to offer better experience to you when using the Properties, to create statistics in relation to the use of the Properties, and our other services and offerings in general; and
- vii. To help us diagnose technical and service problems and administer the Properties.

c. Based on your voluntary consent, which you may withdraw at any time, we also use:

- i. Your browsing data to better understand your profile, interests, preferences to enhance your user experience and facilitate your experience and offer you relevant information and promotional materials and interest-based advertising; and
  - ii. Your Personal Information and we may combine these with third-party data to send you personalized emails and push notifications tailored to you and your interests.
- d. In order to comply with our legal obligations, we may also use some of your Personal Information to detect and prevent illegal uses, abuse, spam, fraud, security incidents and other harmful activity or government or court orders.
- e. You may have certain rights under applicable data protection legislation with respect to your Personal Information, such as the right to:
- i. Request access to and be provided with information on the processing of your Personal Information;
  - ii. Request corrections of your Personal Information if such Personal Information proves inaccurate or incomplete;
  - iii. Request your Personal Information to be deleted: (1) if it is no longer necessary for the purposes described in this Privacy Policy; (2) should you decide to withdraw your consent where you gave it; (3) should you object to its processing for direct marketing purposes; (4) should you identify that it would have been unlawfully processed; (5) should we be under a legal obligation to erase it to comply with applicable data protection laws or the law of the UK, Switzerland, or a country in the EEA, and always provided we are not under a legal obligation to keep it;
  - iv. Restrict the processing of your Personal Information: (1) if you contest its accuracy; (2) if the processing is unlawful and you oppose the erasure; (3) if it is no longer needed for the purposes set out in this Privacy Policy but you require it for the establishment, exercise or defense of a legal claim; or (4) if you object to profiling;
  - v. Object to the processing of your Personal Information for direct marketing purposes or to any processing which we would have based on our legitimate interest (e.g. profiling);
  - vi. Withdraw consent (to the extent we request and you provide your consent to the processing of your Personal Data, you can withdraw your consent at any time; your withdrawal will not affect the lawfulness of our processing based on consent before your withdrawal);
  - vii. Receive Personal Information which you provided to us in a structured, commonly used and machine-readable format and to transmit it to another provider provided it is processed based on your consent or our contract; and

viii. Lodge a complaint with your relevant data protection authority.

f. If you wish to exercise any of your above rights, please reach out to us by any of the ways mentioned in the Contacting Us section of this Privacy Policy.

g. Regarding the transfer of Personal Information to countries outside the EEA, Switzerland or the UK, we have entered, or will enter, into so-called “Standard Contractual Clauses” approved by the Commission of the European Union for international transfer of personal information to controllers or processors established in third countries as the case may be, when appropriate.

h. The principle that we apply is that your Personal Information will be deleted when they are no longer necessary for the purpose for which they were collected. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

#### 11. Your California Privacy Rights.

a. Since 2005, California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. Note that we do not share our customer's Personal Information with unaffiliated third parties for their own direct marketing purposes, without their approval.

b. If at any time you wish to opt out of having your Personal Information shared with the third parties as described in the Sharing Information Section for their direct marketing purposes and/or receiving information from the Immortals (via e-mail or postal mail) about new products, services, or promotions, please send us an email at [privacy@immortals.gg](mailto:privacy@immortals.gg), or write to us at: 6100 Center Drive, Suite 1050, Los Angeles, CA 90045. We will be happy to honor your request.

c. California Privacy Rights for Minor Users. Since January 1, 2015, California Business and Professions Code Section 22581 permits you, if you are a California resident under the age of 18, to view, correct, or delete Information provided by you or publicly posted by you. You may do this by sending us an email asking us to delete certain posted content at [privacy@immortals.gg](mailto:privacy@immortals.gg). In the alternative, you may write to us at 6100 Center Drive, Suite 1050, Los Angeles, CA 90045.

d. We will be happy to review, update or remove Information and/or content as appropriate. Residual copies of Information and/or content that have been deleted may remain in our backup systems. We may still retain your Information to resolve disputes, enforce our user agreement, or comply with legal requirements; in this case, your Personal Information will be blocked from use for any other purpose.

e. California Consumer Privacy Rights. If you are a California resident, you may also have certain privacy rights under the California Consumer Privacy Act (“CCPA Rights”). This section describes those rights and how you can exercise them with us.

#### **CCPA Rights Requests**



### Right to Know

You can request what Personal Information we have collected about you in the preceding 12 months.

You can request the specific pieces of Personal Information we have collected about you.

You can also request the following categories of information:

- The categories of Personal Information we have collected about you.
- The categories of sources from which the Personal Information was collected.
- The business or commercial purpose for collecting or selling the Personal Information.
- The categories of third parties with whom we shared Personal Information.

### Right to Deletion

You can also request that we delete your Personal Information. We may not delete all of your Personal Information if one of the following exceptions applies:

- Transactional: to complete a transaction for which the Personal Information was collected, provide a good or service requested by you, or perform a contract we have with you;
- Security: to detect and prevent data security incidents;
- Error Correction: to debug or repair any errors;
- Legal: to protect against fraud or illegal activity or to comply with applicable law or a legal obligation, or exercise rights under the law, such as the right to free speech; or
- Internal Use: to use your Personal Information, internally, in a lawful manner that is compatible with the context in which you provided the information (i.e., to improve our services).

We will also maintain a record of your CCPA Rights requests.

**Please note that if we delete your Personal Information, some of our services will not work the same. For example, your previous opt out requests will not be saved and saved preferences and information will no longer be available.**

### Exercising your Rights

To submit a request to know or delete, please send an email to [privacy@immortals.gg](mailto:privacy@immortals.gg). You must use “California Request to Know Information” or “California Right to Know Categories” in the subject line of your email, as appropriate. You must provide us with your first name, last name, email address, and phone number. To verify your identity, we will match that information to the information we have on our systems. To designate an authorized agent to act on your behalf you or your agent must send a signed, written authorization containing your first name, last name, email address, and phone number to 6100 Center Drive, Suite 1050, Los Angeles, CA 90045. You must provide us with all of the information set forth above in any such request, including what request you are making.

### **Do Not Sell My Personal Information**

#### **Personal Information that We Sell**

We may “sell” (as sell is defined in CCPA) the following categories of Personal Information:

- Contact Information;
- Identifiers;
- Characteristics of protected classifications under California and federal law;
- Internet/electronic activity;
- Commercial information; and
- Inferences drawn from the categories described above in order to create a profile about you to reflect your preferences, characteristics, preferences, behavior and attitudes.

We “sell” your Personal Information to select partners and to digital advertising networks. We do not knowingly sell the Personal Information of minors under the age of 16.

#### **Right to Opt Out of Sale**

California residents have the right to opt out of the sale of your Personal Information to third parties, as “sale” is defined under CCPA.

To submit a request to opt out of the sale of your Personal Information, please email us at [privacy@immortals.gg](mailto:privacy@immortals.gg). You must use “California Opt Out from Sale” in the subject line of your email and provide us with your full name and email address. In order to designate an authorized agent to act on your behalf, you or your agent must send a signed, written authorization containing your first name, last name, email address, and phone number to 6100 Center Drive, Suite 1050, Los Angeles, CA 90045. You must provide us with all of the information set forth above in any such request.

We participate in digital advertising networks to deliver advertising that is tailored to your interests. The participation in certain ad networks can constitute a “sale” of Personal Information under CCPA. In order to opt out of this activity, please visit [optout.aboutads.info](http://optout.aboutads.info) and [optout.networkadvertising.org](http://optout.networkadvertising.org).

### **Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA Rights and we will not deny you goods or services, charge you a different price, or provide you with a lesser quality of goods or services if you exercise any of your CCPA Rights.

### **Financial Incentives**

We may offer various financial incentives. The terms of the financial incentive will be presented to you at the time you sign up. You may withdraw from any of the financial incentives by contacting us at [privacy@immortals.gg](mailto:privacy@immortals.gg) or by unsubscribing to our email marketing by visiting our website. The value of your data is the value of the offer presented to you. We have calculated the value of the incentive by using the expense related to the offer.

12. **Disclosure to Users Outside the United States.** In addition, if you are a visitor to our websites or other online products and services from outside the United States, the Personal Information you provide may be collected, processed and stored directly on, or transferred to, servers in the United States or other countries where Immortals, its teams, or its affiliates, competitions and league in which Immortals and its teams participate, or their affiliates, other team participating in the competitions and leagues, or our other partners or vendors maintain facilities or business operations. No matter where the Information is located, Immortals takes all commercially reasonable measures to safeguard your privacy rights in accordance with this Privacy Policy. If you do not agree to the collection, processing, storage and transfer of your Information, please do not provide your Information when requested and stop using our websites and other online products and services.

13. **Advertising and Online Tracking.** We may allow third-party companies to serve ads and collect certain information when you visit the Properties. These companies may use certain information (e.g., click stream information, web browser type, time and date, subject of advertisements clicked or scrolled over) during your visits to the Properties and other websites in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use a cookie to collect this information. Your browser may allow you to set a Do Not Track (DNT) signal indicating that you do not wish your online activity to be tracked. Currently, our system does not support and cannot act on DNT signal headers that we may receive. However, the choices that we provide you concerning collection and use of your Personal Information will continue to operate as described in this Privacy Policy. Additionally, several of our Vendors who utilize these cookies on our Properties enable you to opt out of targeted advertising practices. To learn more about these advertising practices or to opt out of this type of advertising, you can visit [www.networkadvertising.org](http://www.networkadvertising.org) or [www.aboutads.info/choices/](http://www.aboutads.info/choices/).

14. **Cookie Policy.**

a. A "cookie" is a small bit of record-keeping information that many websites and other online products and services often store on a user's computer or device in order to identify it and associate activity with it. We use cookies and other similar technologies to analyze use of and improve the Properties and as described in the Advertising and Online Tracking Section of this Privacy Policy. Most web browsers are initially set up to accept cookies. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent, however, certain features of the Properties may not work if you delete or disable cookies. Some of our Service Providers may use their own cookies, anonymous identifiers, or other tracking technology in connection with the services they perform on our behalf.

b. We use Google Analytics on the Properties to analyze how users use the Properties, and to provide advertisements to you on other websites. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

15. Privacy Policy Changes.

a. We may change this Privacy Policy from time to time. If we decide to change this Privacy Policy, we will inform you by posting the revised Privacy Policy on the Properties. Those changes will go into effect on the effective date shown on the revised Privacy Policy. By continuing to use the Properties, you are consenting to the revised Privacy Policy.

b. Please print a copy of this privacy policy for your records and please check this Website frequently for any changes.