

Privacy Policy

Effective as of September 2, 2020.

CHAMPRIA CORP ("CHAMPRIA", "us", "our" or "we") provides this privacy policy (this "Policy") to inform you of: (1) the types of information we collect; (2) your choices surrounding such information; and (3) how we collect, use, share, update and secure such information. This Policy applies to information obtained in connection with CHAMPRIA operations at or through our website, our mobile/tablet sites, our social media presence, our applications (apps), our registration and event services, our messaging platforms, and other CHAMPRIA owned or controlled digital properties that link to this Policy (individually a "Site" and collectively, our "Sites"). Emails, social media, marketing campaigns and digital and online advertising are referred to collectively as, our "Internet Marketing Channels."

This Policy and your use of our Site is subject to our Terms of Use. If you have questions about this Policy, please contact us by using the "Contact Customer Service" link below.

I. Categories of Information Collected

Some of the information we collect is "Personal Information," which generally means information that identifies you as an individual, and other information we associate with it. This may include a name, mailing address, e-mail address, driver's license number, date of birth, social security number, credit/debit card information (and related payment information), telephone number, preferred games, matchmaking rank, gamertag, Steam ID, Discord ID and/or game role.

We collect several categories of information, from the different sources:

A. Information You Provide: We receive information you provide to us when you:

- (1) create an account with us (including a subscription account online an event registration account or any other type of account);
- (3) make a purchase;
- (4) apply for employment opportunities;
- (6) contact us via any customer service method;
- (7) submit user-generated content (via our Sites, Internet Marketing Channels or otherwise);
- (8) participate in customer research, surveys, sweepstakes or promotions;
- (9) subscribe for email, text, or other messages;
- (11) download or use our Sites;
- (12) file a claim or participate in investigations regarding claims or losses; or
- (13) otherwise communicate information to us.

B. Information We Receive From Third Parties. We may receive information you provide on behalf of third parties, or third parties provide on your behalf, including but not limited to teams, schools or as a result of your interactions with other users on our Sites.

We receive information from sources assisting us with (i) updating, enhancing, improving and/or analyzing our records or data; (ii) performing marketing and research services; or (iii) detecting fraud or theft. We may also acquire information about you from third parties with whom we have a relationship or otherwise contract with to obtain such information. In the event we acquire a business, we may receive information from the seller of such business. Additionally, we may receive information from various consumer reporting agencies and related service providers.

We also work with third-party service providers that provide us feedback about our Sites and analytics and general information about browsing patterns to improve our Sites and our Internet Marketing Channels. Analytics services such as Site Catalyst by Adobe Analytics provide services that analyze information regarding your visits to our Sites and may use cookies, web beacons and other tracking mechanisms (as described below) to collect this information.

C. Information that is passively collected when you use the Sites. When you visit our Sites or interact with us through your device, we may collect "User Activity Information" through Cookies, Web Beacons and other similar or related technologies (collectively, "Information Technologies"). "Cookies" are small text files sent to your device as you visit our Sites or utilize our Internet Marketing Channels and saved on your device via your browser. "Web Beacons" (also known as pixels or tags) are a common form of web technology used on our Sites and Internet Marketing Channels to monitor visits to certain pages within, interactions with, and the effectiveness of, our Sites and our Internet Marketing Channels.

User Activity Information we collect through these Information Technologies includes internet protocol (IP) addresses, device characteristics (such as connection type, operating system, browser type, screen resolution), location information, user ID, and your interactions with our Sites and Internet Marketing Channels, such as which webpages you visit, your keyword searches, and the products or product categories viewed. User activity information may also include information about: your mobile device if it is being used to visit the Sites (such as device model, operating system, unique device identifiers, and mobile network information); how you use our Sites and Internet Marketing Channels, search terms, pages you visit on our Sites and application performance information. In addition, while User Activity Information does not generally identify or relate to you as an individual, we may associate this type of information with you as an individual and may also determine your general location from this information. We only share Personal Information for purposes identified in this Privacy Policy (such as service providers), but User Activity Information collected on our Sites could potentially be used by Internet Marketing Channels for their own purposes, some of whom may be able to associate such information with you based on other information they have collected independently of CHAMPRIA.

D. Social Media Access. We engage with current and prospective customers through multiple Internet Marketing Channels and social media services (e.g., Facebook, LinkedIn and Twitter). If you contact us on one of our Internet Marketing Channels, request customer service via social media or otherwise direct us to communicate with you via social media, we may contact you via direct message or use other social media tools to interact with you. In these instances, your interactions with us are governed by this Policy as well as the privacy policy of the social media platform you use. If you choose to access, link to, or log-in to our Sites or Internet Marketing Channels or otherwise communicate with us through a third-party social media service, you are

granting us permission to access and use the information that you post or store on the applicable social media service in accordance with the privacy policy of that service and the privacy settings that are applicable to your account, and to store the user name and password you use to log-in to the applicable social media service. By accessing or logging into our Sites or Internet Marketing Channels via a social media service, any information you provide may also become accessible to that service, subject to that service's privacy policy. For additional information and more details on how you can manage the information provided to us by these social media services, please review the privacy settings applicable to your account with the applicable social media service. We do not control, and are not responsible for, the privacy practices of such services. Please consult the privacy policy of such services for additional information.

E. Other Information. In addition to collecting Personal Information as described above, we may collect information that does not identify you and is not associated with your Personal Information. We may also de-identify information so it no longer identifies you. We can aggregate and use such information to engage in marketing and other activities in a manner that does not use customers' personal information and is outside the scope of this Policy.

II. Your Choices

We provide customers with a number of choices regarding our collection, use and disclosure of personal information:

A. Email Opt-Out. You may unsubscribe to future e-mail communications from CHAMPRIA by clicking on the unsubscribe link provided in our e-mail communications. In addition, you may use the methods set forth in the "Contact Customer Service" link below to opt-out or update certain preferences. Regardless of your decision to opt-out of e-mail communications, we may still contact you to respond to an inquiry, regarding transactions and for transactional purposes (e.g., sales confirmations, product information, service/reminder notices and account maintenance).

B. Disabling Cookies. Based upon your interactions with our Sites and elsewhere on the internet and your (and your device's) interaction with our Internet Marketing Channels, we may personalize your experience via our Sites and via our Internet Marketing Channels. However, you have choices relating to how your device interacts with our Sites and our Internet Marketing Channels. You may choose to access our Sites and our Internet Marketing Channels without accepting certain Information Technologies on your device(s), and you may opt-out or modify certain elements that are tailored specifically to you and served to you based upon your browsing history. If you choose to restrict those Information Technologies, you can still access our Sites and Internet Marketing Channels, but may not be able to take full advantage of certain features. You may also manage third party tracking by turning off cookies and changing your browser settings. Learn more at www.allaboutcookies.org.

C. Interest-Based Advertising. We may participate in interest-based advertising (IBA), also known as Online Behavioral Advertising. We may use third-party advertising companies and networks to display ads tailored to your individual interests based on how you browse and shop online when you visit our Sites and Internet Marketing Channels. Some of these networks may be members of the Network Advertising Initiative ("NAI") or participate in the Digital Advertising Alliance's ("DAA") Self-Regulatory Program. To learn more about your choices relating to members of the NAI visit their website at <http://www.networkadvertising.org/choices/#completed>. To learn more about your choices relating to networks that participate in the DAA Program, please visit <http://www.aboutads.info>. Please note, even if you choose to restrict, opt-out or modify

your preferences, you may still see or receive CHAMPRIA advertisements on our Sites, on our Internet Marketing Channels and on other sites, but such advertisements will not be based upon your browsing history.

In addition, the browser on your device may offer you preferences regarding a website's collection of your information or your online activities over time and/or across different websites or online services and you may modify your individual preferences. At this time, our Sites do not respond to these preferences, and our Sites may continue to collect information in the manner described in this Policy. However, you have the option to opt out of certain interest-based advertising. To learn more about interest based advertising or to opt-out of this type of advertising by participating members, visit <http://www.networkadvertising.org/choices> and <http://www.aboutads.info/choices>. Options you select are browser and device-specific.

D. Location Information. When you visit our Sites, they may collect general location information from your IP address and your specific location information (latitude and longitude) from your browser. You may opt-out of allowing our use of specific location information we obtain when you visit our Sites on-line by selecting the option of not allowing us to use location information when prompted by your browser or by managing your browser settings. Note, such opt-outs and browser settings do not limit our ability to use your general location obtained via your IP address.

III. How We Use Your Information

We do not generally disclose your Personal Information to unaffiliated third parties without your prior consent, although we do disclose information to third parties in some circumstances as described below under "**When We Disclose Information**." We use your information in ways consistent with this Policy and applicable laws in the following ways:

1. Fulfilling, delivering and communicating with you regarding requests for information and orders for products and/or services.
2. Processing credit card applications, payments, returns and other such transactions.
3. Evaluating your application for employment.
4. Administering surveys, sweepstakes, contests or promotions.
5. Registering and servicing customer accounts.
6. Providing customer service.
7. Conducting research and analysis.
8. Alerting you to product, service and promotional information, including product upgrades.
9. Helping us to improve and customize our products and services, Sites and Internet Marketing Channels.
10. To advertise our products and services to you and those of our partners that we think may be of interest to you.

11. Protecting the security and integrity of our Sites, Internet Marketing Channels and overall business practices.

12. Enabling account holders, and others to utilize the features and functionality and Services of our Sites, including facilitating communications among participants, members and others.

13. As may otherwise be disclosed at the time of collection.

In doing so, we may:

1. Combine certain Personal Information and non-personal information collected online and offline, including information collected from third parties;

2. Transfer or disclose such information to our affiliates and subsidiaries;

3. Retain the information as needed to provide you products/services, comply with legal obligations, resolve disputes, and enforce agreements as necessary in our sole discretion;

4. Process User Activity Information to associate you with your interactions on our Sites; including to recognize you and your preferences as you return to our Sites or utilize our Internet Marketing Channels, to tailor advertisements to you, and to provide other services to you. We may display targeted ads to you through Internet Marketing Channels. These ads are sent to groups of people who may share common traits, such as likely commercial interests or demographics. In addition to such tailoring, we use User Activity Information to ensure that our online presence operates properly and efficiently for you and for your individual customer experience, to evaluate the use and benefit of such presence, and to support our Sites and our Internet Marketing Channels; and

5. Use location information from your device in order to deliver marketing messages to you which may be more relevant to your general location. We may also use this data to track the effectiveness of local marketing campaigns.

IV. How We Disclose Your Information

We may share your information (including Personal Information) with the following categories of third parties where consistent with this Policy and applicable laws:

1. With third party businesses and service providers that assist with our business operations, such as billing or other payment vendors, payment card processors, IT services, customer service, email and text delivery services, marketing and research vendors and various companies that work with us to improve or provide our products and services and our data integrity including advertising networks and data analytics providers. While we are not involved in the day-to-day operations of such businesses and providers, our agreements generally obligate them to use reasonable methods to keep any Personal Information safe and secure, and not use such Personal Information for purposes other than providing their applicable services. However, even if a third party business or service provider is performing business operations on our behalf, if you have an independent relationship with such third party business or service provider, its use of your information may be governed by its independent relationship with you, and we are not responsible for such use.

2. As we deem necessary in the event (or partial event) of a corporate sale (asset or stock), merger, reorganization, change in corporate control, acquisition, insolvency, bankruptcy or similar event.
3. To comply with applicable law or reasonable request based upon governmental regulation, court order, subpoena or similar related action.
4. As we deem necessary to protect the rights, property or safety of CHAMPRIA, our customers, our associates or others, to prevent harm or loss, or in connection with an investigation or suspected or actual unlawful activity.
5. To the extent permitted by law, User Activity Information that is passively collected when you use our Sites as described above may be shared with our online and email advertisers or other third-party vendors we use who may provide Information Technologies on our Sites or other websites to manage and improve our online and email advertising campaigns.
6. As may otherwise be disclosed at the time of collection.

V. How to Update Your Information

For certain types of information, we offer you several ways to access or update such information:

1. If you have an account on one or more of our Sites, you can log-in to your account on the applicable Site and update your information and communication preferences provided there. Some fields (such as password) can be Site specific and if you have more than one account with us, you will need to update each account.
2. You can Contact Customer Service to request updates to your account via the link at the bottom of each page of our Sites or by emailing us at zeke@champria.gg for all Sites. You may also reach us by U.S. postal mail at 1402 Crescent Drive NW, Albuquerque, New Mexico 87105, ATTN: Customer Service. Please provide your current and complete contact information with these requests.

Please note:

1. We may refuse requests that are unreasonably repetitive, require disproportionate technical efforts, risk the privacy of others or are impractical.
2. After closing your account(s), or updating or deleting any of your information, we may retain residual copies on our servers and back-up systems to the extent permitted by law.
3. Closing or updating information relating to one CHAMPRIA account does not guarantee the closing or updating of a separate and different CHAMPRIA account. If you desire to close or update multiple CHAMPRIA accounts, please log-in to each specific account to do so.
4. Closing an account will not affect information we obtain via Information Technologies.

In our efforts to maintain accurate and complete information, we may use utilize third party service providers to assist us in identifying and with updating contact information (e.g., National Change of Address or NCOA).

VI. Security

We use a variety of security measures to help protect Personal Information and transactions we process. Our Sites utilize encryption technology to protect Personal Information that we transport across the internet. Customers' online and mobile accounts are password protected with restricted access.

Additionally, we use a variety of security measures to help protect Personal Information that we maintain. While no company can guarantee the security of your information, we use physical, administrative and technical controls that are consistent with retail industry practices to mitigate such risks.

VII. Children

Our Sites are "general audience" websites and not directed toward children under the age of 13. We do not knowingly collect Personal Information from children under the age of 13 without express parental consent. If you are a parent or guardian and think we have unauthorized information about your child who is under the age of 13, please let us know by contacting us at zeke@champria.gg.

VIII. Third Party Links

Our Sites and our Internet Marketing Channels may link to other sites that we do not control. In addition, you may have visited our Site through a link or a banner advertisement on another site. In such cases, the site you linked from may collect information from people who click on the banner or link. These other sites are governed by their own privacy policies which you should review when visiting such sites to understand how they collect and use your information. We are not responsible for the privacy practices third party sites.

IX. Privacy Policy Updates

We may, from time to time, update and revise this Policy. Please periodically check this Policy for any updates or revisions. In the event we make a material change to how we use your information that would materially adversely affect your rights, we will provide you advance notice including by posting the proposed change on the Sites at least 30 days in advance of the effective date of the changes. We encourage you to keep the email and other addresses you provide to us current so that you may receive any additional notices we send to you regarding material changes to this Privacy Policy. If you do not agree to the changes and do not wish to be bound by such changes, you should stop using the Sites, and if you are a registered user, you may cancel your account with us within the thirty (30) day period by contacting us at zeke@champria.gg. You may also reach us by U.S. postal mail at 1402 Crescent Drive NW, Albuquerque, New Mexico 87105, ATTN: Customer Service. Please provide your current and complete contact information with these requests. Otherwise, the changes will take effect after thirty (30) days.

X. State-Specific Notices.

A. For Nevada Residents. Please note that we do not sell personal information as defined by Nevada law (Nevada Revised Statutes, Chapter 603A, Section 1.6). You can submit a request to us at zeke@champria.gg regarding the sale of such information.

B. For California Residents. California law requires us to disclose certain information regarding the categories of personal information we collect. For purposes of this section, “personal information” has the meaning provided by the California Consumer Privacy Act (the “CCPA”) and does not include information that is publicly available, that is de-identified or aggregated such that it is not capable of being associated with us, or that is excluded from the CCPA’s scope. This section does not describe or apply to information relating to our employees, contractors, and other personnel.

Collection and use of personal information. We collect personal information from and about you for a variety of purposes, as described in Section I of this Privacy Policy. In the last 12 months, we have collected the following categories of personal information:

- Identifiers, such as your name, address, phone number, email address, or other similar identifiers and information associated with your profile;
- California customer records, such as payment information collected through our payment vendor;
- Commercial information, such as records of services purchased, used, obtained or considered;
- Internet/Network information, such as IP address, unique device information, logs and analytics data;
- Geolocation data, such as approximate location data generated based on your IP address or other information;
- Profession / Employment Information, such as your employment history and other information submitted in connection with job applications online;
- Inferences about your interests and preferences, generated from your use of our Sites.

We collect this information directly from you or from third parties such as a team that provide information about you, from your browser or device when you visit our websites, and from third parties that you access through the service or third parties that you permit to share information with us.

Disclosure of Personal Information. We share and disclose personal information with third parties as described in Section IV of this Privacy Policy.

In the previous 12 months, we have disclosed all of the categories of personal information we collect to third parties for a business purpose. The categories of third parties to whom we may disclose your personal information for a business purpose include: (i) other authorized users or organizations associated with a team’s use of the Sites; (ii) third parties with whom you engage through the Sites; (iii) analytics providers; and (iv) our service providers, contractors and advisors. We may also make some information, such as Competition Data, available to the public through the Sites.

In the previous 12 months, we have sold the following information to third parties in a manner consistent with your preferences or as permitted by law: Personal Identifiers of adult users to our corporate partners and sponsors for various purposes, including to offer deals, discounts, and

other promotional content. We do not sell the personal information of consumers we know to be less than 16 years of age, unless we receive affirmative authorization to do so.

Additionally, as is common practice among companies that operate online, we may permit third party advertising networks, social media companies and other third party businesses collect and disclose personal information (including Internet/Network information, commercial information, and inferences) directly from your browser or device through cookies or tracking technologies when you visit or interact with our Sites online. These third parties use this information for the purposes of serving ads that are more relevant, for ad campaign measurement and analytics, and for fraud detection and reporting and may sell that information to other businesses for advertising and other purposes. By visiting here www.privacyrights.info or www.optout.privacyrights.info, you can opt out from sales of this type of personal information by businesses that participate in the opt out tool. To make opt-out requests related to mobile apps on your device for businesses participating in the DAA's CCPA App-based Opt-Out Tool, you can download the appropriate app at www.youradchoices.com/appchoices.

Your Rights and Choices. As a California resident, you may be able to request to exercise the following rights:

- The **Right to Know** any or all of the following information relating to your personal information we have collected and disclosed in the last 12 months, upon verification of your identity: the specific pieces of personal information we have collected about you; the categories of personal information we have collected about you; the categories of sources of the personal information; the categories of personal information that we have disclosed to third parties for a business purpose or sold to third parties, and the categories of recipients to whom this information was disclosed; and the business or commercial purposes for collecting or selling the personal information.
- The **Right to Request Deletion** of personal information we have collected from you, subject to certain exceptions.
- The **Right to Opt Out of Personal Information Sales** to third parties.

You also have the right to be free of discrimination for exercising these rights. However, please note that if the exercise of these rights limits our ability to process personal information (such as in the case of a deletion request), we may no longer be able to provide you our products and services or engage with you in the same manner.

To Submit your California Consumer Rights Requests. You may submit a request to exercise your California Consumer Rights through one of the mechanisms described below. We will need to verify your identity before processing your request, which may require us to request additional personal information from you or require you to log into your account, if you have one. In certain circumstances, we may decline or limit your request, particularly where we are unable to verify your identity or locate your information in our systems, or as permitted by law.

To submit a request to exercise your California consumer rights, please contact us at zeke@champria.gg.