

PRIVACY POLICY

Dirt Racing Association LLC
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Welcome to the website of Dirt Racing Association LLC located at RaceDRT.com (hereinafter “We”, “Us”, “Our”, or “Company”). We thank You (any visitor to Our website and hereinafter "You" or "Your") for visiting Our site and considering Our products and services.

The following policy explains how information about You is used and protected. As stated in Our Terms of Use, Our Privacy Policy forms part of Your legal agreement with Us. Your agreement with this policy that You clicked, signifies that You agree with all terms of this Policy. Please do not use this Site if You disagree with any part of Our Privacy Policy.

We want to assure all of Our customers that whenever information is used, it is done with discretion. The safeguarding of customer information is an issue We take seriously. To affirm Our continuing commitment to the proper use of customer information, We have set forth the following Privacy Policy.

INFORMATION COLLECTED

Non-Personal Information

When You use Our website, Our servers may automatically collect certain Non-Personal Information such as: Your IP address, Your operating system, or Your browser.

Our Use of Cookies

We may use Cookies to store or retrieve information. Cookies are a small piece of text stored on Your browser which may allow Us to identify You upon return to the website or to remember specific information such as Your log-in or Your display options. Cookies are neither a virus nor spyware. You hereby authorize the uses of cookies to help keep track of items you put into your shopping cart including when you

have abandoned your cart and this information is used to determine when to send cart reminder messages via email and SMS.

PERSONALLY IDENTIFIABLE INFORMATION (PII)

The Personally identifiable information (PII) We may collect and store is the information that You voluntarily disclose to Us upon registration, including but not limited to; any information that identifies relates to, describes, or is capable of being associated with a particular individual.

Whether or not You submit the following information to Us, PII shall mean any information concerning a natural person which, because of name, number, personal mark, or other identifiers, can be used to identify such natural person; including but not limited to:

1. Name or alias, address, billing address, IP address, email, account name, and other identifiers such as social security number, driver's license number, passport number, or military identification card number; or
2. Any information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, signature, physical characteristics, education, employment or employment history, and financial, medical, or health insurance information, as well as the following numbers: telephone, Insurance policy, bank account, credit card, and a debit card; or
3. Characteristics of protected classifications of PII under state or federal law; or
4. Commercial information, such as records of personal property, products or services purchased or considered, and purchasing histories or tendencies; or
5. Biometric or genetic information including but not limited to: physiological, biological, or behavioral characteristics, including DNA, sufficient to establish identity; or
6. Internet or other network activity such as browsing history or interactions with websites, apps, or ads; or
7. Geolocation data; or
8. Audio, electronic, visual, thermal, olfactory, or similar information; or
9. Professional or employment-related information; or

10. Education information including the name or address of a student or family members, student number, date or place of birth, mother's maiden name, handwriting, or other information that could identify a student with reasonable certainty; or
11. Inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes; or.
12. Information concerning children.

Third Party Information

Our website may contain links or display advertising from third parties. Non-Personal and Personal Information You voluntarily provide to third parties through links on Our website may be shared with Us by Our advertisers and other third parties. In addition, We may receive Personal Information from co-registration partners when You have voluntarily agreed to allow a third party to share their data. Furthermore, when browsing Our site, Your Personal Information may be broadcasted to Us through third-party technology. We have no control over the privacy practices of these third parties. Please be sure to read and accept the Privacy Policy on any website You visit. The above excludes text messaging originator opt-in data and consent; this information will not be shared with any third parties, and we do not sell your information to any third parties.

No Information Collected from Children

We do not intentionally collect Personal Information from those who are under the age of 18.

STORAGE AND SECURITY OF PERSONAL INFORMATION

Data Protection Officer

We have designated a Data Protection Officer (DPO) for Us who has the duty to: Ensure by contract that third parties to whom the company transfers personal information will adequately protect the information and use it only for specified lawful

purposes; protect Your personal data using appropriate security measures; notify authorities of personal data breaches; obtain appropriate consents for processing data; keep records detailing data processing; train privacy personnel and employees.

Information Storage

We store Your Personal Information on Our computers, and We believe We have reasonable security measures in place including administrative, technical, and physical safeguards that are appropriate for the size and complexity of Our business to protect Your Personal Information including encryption of any personally identifying information. However, We cannot guarantee that Our security measures will prevent Our computers from being accessed without authorization and Your Personal Information stored on them is stolen, deleted, or changed. We assume no responsibility for such unauthorized actions.

You hereby agree that We may store Your data on Our servers located within the U.S. or anywhere in the cloud.

Security Breach Notice

For any unencrypted data that We maintain that includes Personal Information, We will notify You of any unencrypted Personal Information that was, or is reasonably believed to have been, acquired by an unauthorized person. In the unlikely event that We do have a data breach, We will be contacting Your state's office of the Attorney General to report the breach and follow their instructions concerning communication with You and the repair that is required.

DISPOSAL OF CUSTOMER RECORDS

When the time comes to dispose of Customer Records; We will shred, erase or otherwise modify the personal information when disposing of Customer Records under Our control.

Mail in entries are stored for up to 6 months following the deadline for each contest. When the time comes to dispose of Customer Records and mail in entries; We will shred, erase or otherwise modify the personal information when disposing of Customer Records under Our control.

HOW WE USE YOUR INFORMATION

We may use Your Personal Information for any legal purpose in Our sole discretion, including but not limited to; membership, registration, log-in, or order fulfillment purposes. We may also use Your Personal Information to contact You by phone, U.S. mail, texts, SMS text, chatbot, or email.

DISSEMINATION OF INDIVIDUAL INFORMATION

We Do Not Sell Our customer's Personally Identifiable Information to any third party.

We may transfer Personal Information to third parties for order fulfillment, to respond to Legal Processes or governmental requests for information, or for any other legal purpose.

DO NOT TRACK REQUESTS

While Your browser may contain a "do not track" signal or other mechanisms that provide You the ability to exercise choice regarding the collection of personally identifiable information or about Your Internet activities over time and across third-party sites or online services, Our systems are not set up to accommodate Your browser's request.

PRIVACY POLICY REGULATIONS FOR RESIDENTS OF THE EUROPEAN UNION UNDER THE *GENERAL DATA PROTECTION REGULATION (GDPR)*

We are pleased to have visitors who are residents of the European Union countries and Great Britain. If You are a resident of the European Union or Great Britain, We have initiated the following rules just for You in accordance with the *General Data Protection Regulation (GDPR)*.

It is Our intent to provide this information to You in a concise, transparent, intelligible, and easily accessible form, using clear and plain language.

You understand and agree that You are still responsible to follow the Privacy Policy of Our website as stated above. However, if there is any conflict between Our Privacy

Policy and the *GDPR* then the *GDPR* regulations shall apply, and You have the right to have Your requests under the *GDPR* processed without undue delay.

Our company is a data controller. We have designated a Data Protection Officer for Us who has the duty to: Ensure by contract that third parties to whom the company transfers personal information will adequately protect the information and use it only for specified lawful purposes, protect Your personal data using appropriate security measures, notify authorities of personal data breaches, obtain appropriate consents for processing data, keep records detailing data processing, train privacy personnel, and employees, and to audit and update Our Privacy Policies. If You have any questions about Your Privacy Rights under the *GDPR* and Our Privacy Policy please feel free to contact Our Data Protection Officer by email at info@RaceDRT.com

Your Personal Data is being collected when required for the functionality of Our website; as well as for the purpose of fulfilling Your order and processing Your payment. Shipping and payment processing may be provided by a third party to whom We will provide Your data for this purpose.

Your data will be kept in Our files for approximately two years from the time You last logged into Our website. You hereby agree that We may store Your data on Our servers located within the U.S. or anywhere in the cloud.

You have the right to request access to Your data stored by Us and to have incomplete personal data completed, including by means of providing a supplementary statement taking into account the purposes of the processing. Should You elect to exercise this right We will update Your changes with any third parties to whom We have shared Your data.

You have the right to the rectification or erasure of Your personal data stored by Us or the restriction of processing concerning Your data. Should You elect to exercise this right We will update Your changes with any third parties with whom We have shared Your data.

You have a right to data portability and to have the personal data which You have provided to Us forwarded directly to another controller where technically feasible.

You may also lodge a complaint with Your country's supervisory authority if You believe Your rights are not being properly handled under the *GDPR*. You also have the right to know from which source the personal data originated, and if applicable, whether it came from publicly accessible sources.

SPECIAL INFORMATION FOR NEVADA RESIDENTS

If You are a resident of the state of Nevada and a customer of Ours, You have the right to opt-out of any "sale" of Your Personal Information. Simply write Us an email at info@RaceDRT.com . We will remove Your Personal Information before any sale of Personal Information is made.

SPECIAL INFORMATION FOR CALIFORNIA RESIDENTS

Our Company does not have enough total revenue to make it subject to either the California Privacy Rights Act (CPRA) or the California Consumer Privacy Act (CCPA).

We do NOT have over 25 employees which means we are NOT required to provide for the following California law:

"Shine the Light"

Updating Individual Information

Deleting Individual Information

SPECIAL INFORMATION FOR UTAH RESIDENTS

Our Company does not have enough total revenue to make it subject to the Utah Consumer Privacy Act (UCPA).

PRIVACY POLICY UPDATES FOR THE ENTIRE WEBSITE

This Agreement is effective as of April 14, 2025. We reserve the right to revise this policy from time to time without prior notice. You will be notified of any material changes in Our Privacy Policy either by email or by a conspicuous posting on Our Website.