

California Consumer Privacy Act Notice

www.KraftSE.com

Effective Date: April 30, 2020

This California Consumer Privacy Act Notice (“Notice”) provides additional information to California residents whose personal information is processed by Kraft Sports and Entertainment LLC (“Company,” “us,” or “we”) pursuant to the California Consumer Privacy Act (“CCPA”). If you are not a California resident, this Notice does not apply to you. Please visit our Privacy Policy (“Policy”) for more information.

Categories of Personal Information Collected and Disclosed

During the preceding 12 months, Company may have collected the following categories of personal information that are processed pursuant to the CCPA: (1) identifiers, such as your contact information and online account information; (2) commercial information, such as purchasing or consuming histories or tendencies; (3) geolocation data; (4) Internet and electronic network activity information, such as information about your interactions with Company websites, mobile applications, and social media pages; (5) audio, electronic, or visual information; (6) professional information; (7) education information; (8) inferences about you, including about your preferences; and (9) financial information and other information that may be considered personal information under the CCPA. Please see our Policy for more information about our information collection practices.

We do not, and will not without your consent, “sell” personal information as that term is defined in the CCPA. We may disclose personal information to third parties for certain business purposes, which are described in the Policy. During the preceding 12 months, we may have disclosed each of the above-listed categories of personal information for such business purposes. In addition, your information may be accessible to third parties with whom you interact or direct us to share your information through our services.

CCPA Rights

The CCPA allows California residents to request that a business that collects consumers’ personal information give consumers access, upon a verifiable consumer request, in a portable and (if technically feasible) readily usable form, to the specific pieces and categories of personal information that the business has collected about the consumer, the categories of sources for that information, the business or commercial purposes for collecting the information, and the categories of third parties with which the information was shared. California residents also have the right to submit a request for deletion of personal information under certain circumstances, although there may be legal or other reasons that Company must retain your information consistent with California law. We will not discriminate against you for exercising your rights

and choices, although some of the functionality and features available to you may change or no longer be available to you. Any differences in the services are related to the value provided.

Please submit your request by completing the Data Privacy Request Form located [here](#) or by calling 1-800-466-5113. Once we receive your request, we may verify it by requesting information sufficient to confirm your identity. If you would like to use an authorized agent registered with the California Secretary of State to exercise your rights, we may request evidence that you have provided such agent with power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf. We reserve the right to deny requests in certain circumstances, such as where we have a reasonable belief that the request is fraudulent.