

PRIVACY POLICY

Disclosure Regarding Collection and Use of Personal Information.

Thank you for visiting SPORTAMERICA, INC. This notice explains our online information collection and use practices and the choices you can make about the way we use and share such information. Please take the time to read and understand this policy so that you can understand how we use your personal information.

OUR ONLINE INFORMATION COLLECTION AND USE PRACTICES MAY DIFFER FROM OUR PRACTICES REGARDING INFORMATION OBTAINED OFFLINE.

REMEMBER IF YOU REGISTER WITH SPORTAMERICA, INC. OR PURCHASE PRODUCTS THROUGH THE WEBSITE, YOU AGREE TO THESE TERMS. PLEASE NOTE THAT THIS POLICY IS SUBJECT TO CHANGE.

The Information We Collect.

At SPORTAMERICA.COM you can order products. The types of personally identifiable information (i.e. information that can directly identify you or indicate where you might be contacted) that may be collected at these pages includes: name, address, age, date of birth, sex, grade level, e-mail address, telephone number, fax number, credit card information, along with other pertinent information relating to athletics. Please note that you can view or update your information at any time.

Sometimes you can submit information about other people. For example, if you place an order online and request that it be shipped to another individual, you might submit the friend's name and address. The types of personally identifiable information that may be collected about other people at these pages may include: recipient's name, address, age, date of birth, sex, grade level, e-mail address, telephone number, fax number, along with other pertinent information relating to athletics.

We also may collect certain non-personally identifiable information (i.e. generic information that does not identify you personally) when you visit any of our web pages such as the type of browser you are using (e.g., Netscape, Internet Explorer), the type of operating system you are using, (e.g., Windows '98 or Mac OS) and the domain name of your Internet service provider (e.g., America Online or Earthlink).

How We Use and Disclose the Information.

We will use the personal information you provide online for the purpose(s) you have submitted. Examples of us using your personal information for the purpose(s) submitted include sending return emails confirming your registration and providing you with user name and password information along with confirmations of all orders placed. In addition, we may send to you an e-mail offering products or services which we think you may be interested in. For example, we may send to you an e-mail regarding special merchandise offers and announcements about products or services we offer. We may also contact you offline. For example, when you provide your mailing address, we may send to you in the mail special offers or promotions, which we think may be of interest to you.

How We Share Your Personal Information.

We will not share the personal information you provide except (a) if it is for the purpose(s) you provided it; (b) with your consent; (c) as may be required by law or as we think necessary to protect our company or others from injury (e.g. in response to a court order or subpoena, in response to a law enforcement agency request or when we believe that someone is causing (or about to cause) injury to or interference with the rights or property of another); and/or (d) with other persons or companies with whom we contract to carry out internal site operations or our business activities (for example, sending out a product or a promotional item that you have requested on the site).

Additionally, with your consent, we may share certain of the personal information you provide online with companies not affiliated with us (i.e. third party companies) who are interested in marketing their products or services to you or in asking you questions, both online and offline. Such companies may include consumer products, telecom, financial, military, market research, entertainment, and educational services companies and their third party service providers. If you want us to stop sharing your personal information with these companies, please contact us at www.customerservice@sportamerica.com. If you consent to receiving communications from non-affiliated companies, you may need to communicate with them directly if you later decide that you no longer wish to receive their communications or if you wish to change any data you provided online. In this instance, any changes or amendments to your personal information must be given directly to each company who communicates with you as these changes, amendments and/or deletions may not be exchanged between us and non-affiliated companies.

If we do share personal information to a non-affiliated company, to the extent practical, we require that they protect

such information in a manner that is consistent with this policy. We cannot, however, guarantee how these non-affiliated companies will use your personal information.

Use and Disclosure of Anonymous Information.

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our site and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze how our site is used, as well as to offer you products, programs or services. Sometimes we share aggregate information with others, including affiliated companies and non-affiliated companies.

Collection of Information by Others.

Our site may contain links to other sites whose information practices may be different than ours. You should check the other sites' privacy notices since we have no control over information that is submitted to or collected by them.

Cookies.

To enhance your online experience with us, many of our web pages use "cookies." Cookies are text files placed on your hard disk by our web server to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us. However, once you choose to provide the personally identifiable information, this information may be linked to the data stored in the cookie. Cookies cannot be used to run programs or deliver viruses to your computer.

We use cookies as a convenience feature to save you time, to understand how our site is used, and to improve the content and offerings on our site. For example, we may use cookies to personalize your experience at our web pages or recall your specific information on subsequent visits (e.g. to recognize you by name when you return to our site). We also may use cookies to offer you products, programs or services

Clickstream Data.

As you use the Internet, a trail of electronic information is left at each web site you visit. This information, which is sometimes referred to as "clickstream data," can be collected and stored by a web site's server. Clickstream data can tell us the type of computer and browsing software you use and the address of the web site from which you linked to ccs.com. We may use clickstream data as a form of non-personally identifiable information to anonymously determine how much time visitors spend on each page of SPORTAMERICA.COM, how visitors navigate throughout the site and how we may tailor our web pages to better meet the needs of visitors. This information will only be used to improve our site. Any collection or use of clickstream data will be anonymous and aggregate.

Supplementing Information.

From time to time we may supplement information you give us with information from other sources, such as information validating your address. Thus, information we obtain through SPORTAMERICA.COM may be intermingled with and used in conjunction with information obtained through sources other than SPORTAMERICA.COM, including both offline and online sources.

Our Commitment to Security.

We believe we have in place the appropriate physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access, maintain data security and correctly use the information we collect online as well as offline. When your personal information is passed onto non-affiliated companies, to the extent practical, we require that they also have in place the appropriate safeguards. We cannot, however, guarantee that they do so.

International Users.

If you are visiting SPORTAMERICA.COM from a location outside of the United States, your connection will be through and to servers located in the United States, your orders placed through SPORTAMERICA.COM will be fully processed in and shipped from the United States and all information you provide will be processed and securely maintained in our web servers and internal systems located within the United States. By using SPORTAMERICA.COM, you authorize the export of personal information to the USA and its storage and use as specified above when you provide such information to us. This policy and our legal obligations are subject to the laws of the State of UTAH and the USA, regardless of the location of any user. Any claims or complaints must be filed in the USA in the State of UTAH.

How You Can Access or Correct Your Personal Information.

For instructions on how you can access the personally identifiable information that we have collected about you online, or how to correct any errors in such information, please send an e-mail to www.customerservice@sportamerica.com.

To protect your privacy and security, we will take reasonable steps to help verify your identity before granting access or making corrections.

About Children

SPORTAMERICA.COM does not sell products for purchase by children and all children's products we sell are for purchase by adults only, or with adult permission.

Special Note for Parents.

If you have concerns about this site or its services, wish to find out if your child is a member or has registered for one our services, or wish to cancel your child's membership, please contact us at www.customerserservice@sportamerica.com.

Transfer of Business Assets.

The personal information you provide is considered a company asset and may be included among our transferred assets and the assets of any or all of our subsidiaries or affiliates if any of their assets is ever acquired by a third party.

Changes to this Policy.

If you choose to visit SPORTAMERICA.COM, your visit and any dispute over privacy is subject to this Notice and our Terms of Use, including limitations on damages, arbitration of disputes, and application of the law of the state of Utah. If you have any concern about privacy at SPORTAMERICA.COM, please contact us at www.customerservice@sportamerica.com with a thorough description, and we will try to resolve it.

Our business changes constantly, and our privacy policy and the Terms of Use will change also. Please check our Web site frequently to see recent changes. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you.

This policy is effective as of May 31, 2008.

How to Contact Us.

The information you provide pursuant to this privacy policy is owned by SPORTAMERICA, INC. If you have any questions or concerns about this privacy policy you may e-mail www.customerservice@sportamerica.com or contact us as follows:

SPORTAMERICA, INC.
Attn: Privacy Policy
PO Box 95030
South Jordan, UT 84095

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