

This policy is effective as of (Date) and was last updated on March 3rd, 2025.

This Privacy Policy outlines the policies and practices of Betty and Bobby Allison Sports Town and governs data collection and usage of www.allisonsportstown.com and other sites we own and operate. For the purposes of this Privacy Policy, unless otherwise noted, all references to “Betty and Bobby Allison Sports Town”, “Website,” “Company,” “we,” “us,” or “our” include Betty and Bobby Allison Sports Town, www.allisonsportstown.com.

PERSONAL INFORMATION

For the purposes of this Privacy Policy, the term “Personal Information” means your: (a) Name, (b) Legal Address, (c) Email Address, (d) Phone Number(s), and (e) any other information you voluntarily provide to us.

We do not collect any Personal Information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Website. These may include (a) registering for an account on our Website, (b) signing up for special offers from selected third parties, (c) sending us an email message, (e) or submitting your credit card or other payment information on the Website. We will use your Personal Information for, but not limited to, communicating with you in relation to services you have requested.

SHARING INFORMATION WITH THIRD PARTIES

Betty and Bobby Allison Sports Town may share your Personal Information with trusted partners to (a) receive and process your comments and respond to your comments, about our Company or the Website, and for other business activities, (b) provide access to the Website, (c) comply without our legal obligations and regulatory requirements, (d) provide information to anyone working with or for Betty and Bobby Allison Sports Town as needed for the provision of the Website, such as our agents, and service providers, (e) detect and protect Betty and Bobby Allison Sports Town and third parties from error, negligence, breach of contract, fraud, theft, or other illegal activity, and which may include sharing Personal Information with our insurers and to otherwise communicate with our insurers, (f) to generate analytics and statistical data, and (g) for any other purpose for which Betty and Bobby Allison Sports Town has your consent.

Betty and Bobby Allison Sports Town may disclose your Personal Information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Betty and Bobby Allison Sports Town, (b) protect and defend the rights or property of Betty and Bobby Allison Sports Town, and (c) act under exigent circumstances to protect the personal safety of users of Betty and Bobby Allison Sports Town or the public.

If we sell our Company or merge with another party, or engage in corporate restructuring or other corporate functions, your consent is hereby provided, and will be otherwise implied, to transfer your information, including Personal Information, to our successor for the same purposes as set out in this Privacy Policy.

PRIVACY AND THE WEBSITE

Each time the Website is utilized by a user, our web server or other tools may collect and log certain information in access logs. Such access logs may be kept for a reasonable period of time. Such access logs may include, but are not limited to, the date and time of any such access, and other information

pertaining to your activities relating to the Website. These logs are used solely for performance, site administration, and security reviews. These logs are not sold to third-party organization. We may use this non-personal information to optimize the Website and for other purposes relating to our business, products, and services.

By accessing and browsing the Website, you agree that Betty and Bobby Allison Sports Town, or any third-party it engages or that assist it, may collect, disclose, access, transfer, process, store, use, or otherwise handle any information collected about you through the Website or that you provide to us through the Website, as described in this Privacy Policy.

DISCLAIMER

While we take steps to protect your Personal Information, Betty and Bobby Allison Sports Town cannot guarantee the security of any information, including Personal Information, you transmit to us. Betty and Bobby Allison Sports Town will not be responsible whatsoever for the inadvertent disclosure of your Personal Information or theft of your Personal Information. Consequently, Betty and Bobby Allison Sports Town, its affiliates, related companies and arms' length companies, and any directors, officers, employees, and agents do not provide any representation, warranty, or guarantee that your Personal Information will be protected against misuse, loss, or modification. We do not accept nor bear any liability for the security of your, or any other person's Personal Information.

LEGITIMATE REASONS FOR PROCESSING YOUR PERSONAL INFORMATION

We only collect and use your personal information when we have a legitimate reason for doing so. In which instance, we only collect personal information that is reasonably necessary to provide our services to you.

COLLECTION AND USE OF INFORMATION

We may collect personal information from you when you do any of the following on our website:

- Enter any of our competitions, contests, sweepstakes, and surveys
- Sign up to receive updates from us via email or social media channels
- Use a mobile device or web browser to access our content
- Contact us via email, social media, or on any similar technologies
- When you mention us on social media

We may collect, hold, use, and disclose information for the following purposes, and personal information will not be further processed in a manner that is incompatible with these purposes:

- to enable you to customize or personalize your experience of our website
 - to contact and communicate with you
 - for analytics, market research, and business development, including to operate and improve our website, associated applications, and associated social media platforms
 - for advertising and marketing, including to send you promotional information about our products and services and information about third parties that we consider may be of interest to you
 - to run competitions, sweepstakes, and/or offer additional benefits to you
- Please be aware that we may combine information we collect about you with

general information or research data we receive from other trusted sources.

HOW LONG WE KEEP YOUR PERSONAL INFORMATION

We keep your personal information only for as long as we need to. This time period may depend on what we are using your information for, in accordance with this privacy policy. If your personal information is no longer required, we will delete it or make it anonymous by removing all details that identify you. However, if necessary, we may retain your personal information for our compliance with a legal, accounting, or reporting obligation or for archiving purposes in the public interest, scientific, or historical research purposes or statistical purposes.

CHILDREN'S PRIVACY

Betty and Bobby Allison Sports Town does not actively or knowingly collect Personal Information from children or anyone below the age of majority in their applicable jurisdiction. We are committed to protecting the privacy of children. If Personal Information has been collected inadvertently from a child, the child's guardian may contact us for the purpose of permanently deleting this information. If we believe that any person under the age of majority in his or her jurisdiction of residence is using the Website, we will not process any Personal Information of that person.

NON-PERSONAL INFORMATION & ANONYMIZATION

We may also collect non-personal information from or about you, so long as that information does not identify you as an individual. Other non-personal information may be collected or derived by us in the course of operating the Website.

We may also generate anonymized data that will not include any information that specifically identifies you as an individual.

We may further generate aggregated data. Aggregated data consists of, but is not limited to, information pertaining to multiple individuals, the number of visitors to the Website, the number of users of the Website, and average time spent on any services provided by the Website, the location of users of the Website, etc.

SAFEGUARDING PERSONAL INFORMATION

We employ reasonable physical, electronic, and procedural safeguards that are designed to protect our systems, Website, and Personal Information under our control against unauthorized access and use.

However, no preventative measures can be 100% guaranteed to protect against unauthorized access and use of your Personal Information. Accordingly, we cannot guarantee the security of your Personal Information. We also cannot guarantee that the preventative measures that we have in place will prevent theft and loss, unauthorized access, disclosure, use, modification, or transfer of your Personal Information.

You bear the full responsibility for the storage, maintenance, control, and protection for all Personal Information and other information and data that is processed or otherwise utilized by the Website. We bear no responsibility for such Personal Information and other information and data whatsoever.

INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION

The personal information we collect is stored and/or processed where we or our partners, affiliates, and third-party providers maintain facilities. Please be aware that the locations to which we store, process, or transfer your personal information may not have the same data protection laws as the country in which you initially provided the information. If we transfer your personal information to third parties in other countries: (i) we will perform those transfers in accordance with the requirements of applicable law; and (ii) we will protect the transferred personal information in accordance with this privacy policy.

USE OF COOKIES

We may, from time to time, use “cookies” solely for security and authentication purposes. Betty and Bobby Allison Sports Town may use cookies to calculate Website usages and to improve the operation and performance of our services. Cookies also allow us to set preferences for you so that you may not have to re-enter them the next time you visit our Website.

Most websites use cookies in order to make them work, or to work more efficiently, as well as to collect information for the owners of the Website. Cookies assist Website owners in understanding how users access and use Websites, so the owner of the Website can develop and improve the design, layout, content, and function of the Website and its related services.

Cookies are small text files that a Website saves on your computing device when you visit the Website. Cookies save and retrieve pieces of information about your visit to the Website. Cookies can enable the Website to remember your actions or preferences (including login information, language, font size, and other display preferences) over a period of time, so you don't have to re-enter them each time you visit the Website.

If you are uncomfortable with the use of cookies, you can disable cookies on the website by changing the settings in the preferences of your device's options menu. However, please be aware that if you do delete and block all cookies, parts of the Website may not work because the cookies we use are necessary for parts of the Website to operate.

If you do not wish to accept cookies from the Website, please leave the Website immediately and then delete and block all cookies from the Website.

CALIFORNIA CONSUMER PRIVACY ACT OF 2019 (CCPA)

The CCPA provides California residents with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

You have the right to request that Betty and Bobby Allison Sports Town disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

The categories of personal information we collected about you. The categories of sources for the personal information we collected about you. Our business or commercial purpose for collecting or selling that personal information. The categories of third parties with whom we share that personal information. The specific pieces of personal information we collected about you (also called a data portability request). If we sold or disclosed your personal information for a business purpose, two separate lists disclosing: sales, identifying the personal information categories that each category of recipient purchased; and disclosures

for a business purpose, identifying the personal information categories that each category of recipient obtained.

CCPA DELETION REQUEST RIGHTS

You have the right to request that Betty and Bobby Allison Sports Town delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and make reasonable efforts to direct our service providers to delete) your personal information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities. Debug products to identify and repair errors that impair existing intended functionality. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.). Engage in public or peer reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us. Comply with a legal obligation. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

Calling us at 417-530-1600 emailing us at chris@sgfsports.com or Sending a letter to us at Betty and Bobby Allison Sports Town 209 Airport Blvd., Springfield, MO 65802.

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12 month period. The verifiable consumer request must:

Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative. Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

LINKS TO OTHER SITES & THIRD-PARTY SERVICE PROVIDERS

The Website may contain links to other websites and third-party services. While we try to link only to websites and services that share our high standards and respect for privacy, we cannot say for sure if this is the case.

We may engage third-party service providers to assist with the provision of the Website. For example, third-party service providers may store Personal Information and other information, provide services via

their platforms, and if we obtain your credit card information, we may employ third-party payment processors to receive payment information and to process payments for our services.

Betty and Bobby Allison Sports Town is not responsible whatsoever for the content of, or the privacy practices employed by other third-party entities, their websites, or their services. Such third-party service providers may require you to agree and comply with their terms, conditions, and policies. You bear all responsibility and liability relating to such third-party terms, conditions, and policies and your compliance therewith. Any use by you of third-party links and/or services is at your sole risk and liability. We do not bear any responsibility or liability for any Personal Information or other information you provide to such third parties.

ACCESS AND CORRECTION

We recognize that you may have the right to access your Personal Information in accordance with applicable state and federal laws. Any access to request your Personal Information must be made in writing to chris@sgfsports.com.

We may charge a reasonable fee for providing information in response to an access request, and upon request, we will provide an estimate of any such fee upon receiving a request to access Personal Information. We may require a deposit for all of or part of the fee.

In some situations, we may not be able to provide access to certain Personal Information as the right to access Personal Information is not absolute. If we do not provide you with the requested Personal Information, we will notify you in writing and explain our reason(s) for not fulfilling your request to access your Personal Information.

If you are unsure whether we have a record containing any of your Personal Information and would like to confirm the same, please send an email to chris@sgfsports.com indicating all email addresses that you may have given us.

If you decide at any time that you do not want to receive any email materials to which you have subscribed, you may choose to unsubscribe to these emails by following the instructions at the end of the email message. Alternatively, you can contact us by phone at 417-530-1600.

PRIVACY CONCERNS

Betty and Bobby Allison Sports Town will respond to questions and concerns relating to our Personal Information handling practices and this Privacy Policy. Please direct such questions to chris@sgfsports.com.

CHANGES TO THIS POLICY

At our discretion, we may change our privacy policy to reflect updates to our business processes, current acceptable practices, or legislative or regulatory changes. If we decide to change this privacy policy, we will post the changes here at the same link by which you are accessing this privacy policy. If required by law, we will get your permission or give you the opportunity to opt in to or opt out of, as applicable, any new uses of your personal information.

CONTACT US

Please contact Betty and Bobby Allison Sports Town to obtain further information about our policies and procedures, to seek access to the Personal Information we may have about you, or if you have any unresolved inquiries or concerns. We will respond to you promptly to try to resolve your inquiries or concerns. We may need to ask for your Personal Information to verify your identity. We can be contacted by phone 417-530-1600.