

## ONLINE PRIVACY POLICY

Last updated March 19, 2012

Running Away Enterprises, LLC, a Delaware limited liability company d/b/a Racebx (“us”, “we”, or “Racebx”) operates [www.racebx.com](http://www.racebx.com) and event-specific derivative websites thereof (collectively, the “Site”). Please read the following to learn what information we collect from you and how we use that information.

### 1. Acceptance of Terms

**By accessing or using the Site, you agree to be bound by the terms of this Privacy Policy and the Terms & Conditions [hyperlink to Terms & Conditions]. If you do not agree to these terms, exit this page and do not access or use the Site.**

### 2. Changes to Privacy Policy

We may change this Privacy Policy at any time by posting the revised Privacy Policy in the “Privacy Policy” section of the Site. The revised Privacy Policy is effective immediately when posted on the Site. You agree that it is your responsibility to review the Site and the Privacy Policy periodically to learn of any revisions to this Privacy Policy. Your continued use of the Site after the effectiveness of such revisions will constitute your acceptance of the terms of the revised Privacy Policy.

### 3. Types of Information Collected and Uses of that Information

We collect two types of information about users of the Site: Personally Identifiable Information and Non-Personally Identifiable Information.

**Personally Identifiable Information.** Personally Identifiable Information is information that identifies a specific user. When you engage in certain activities through the Site, such as registering for an account, registering for an event, making a donation for an event, or purchasing event merchandize (collectively, “Identification Activities”), we will ask you to provide certain information about yourself. It is optional for you to engage in these activities. If you elect to engage in these activities, however, we may ask you to provide us with certain personal information about yourself, such as your first and last name, mailing address, email address, telephone number, and payment information. Depending on the activity, some of the information we ask you to provide is identified as mandatory and some is identified as voluntary. If you do not provide the mandatory information for a particular activity that requires it, you will not be permitted to engage in that activity.

We use Personally Identifiable Information to collect information and fees for the applicable event organizer, enhance the operation of the Site, and perform marketing activities. For example, if you register for an event or purchase event merchandize, we will share your personal information (except payment card information) with the event organizer so that it may fulfill your registration or merchandize purchase. Or, if you send our customer service an email we may use your comments and feedback in our marketing materials. We may also use Personally Identifiable Information to troubleshoot, resolve disputes, accomplish administrative tasks, enforce our agreements with you (including the Terms & Conditions and this Privacy Policy), comply with applicable law, and cooperate with law enforcement activities.

**Non-Personally Identifiable Information.** Non-Personally Identifiable Information is information that does not identify a specific user. This type of information may include things like the

Uniform Resource Locator (“URL”) of the website you visited before coming to the Site, the URL of the website you visit after leaving the Site, the type of browser you are using and your Internet Protocol address. We, and/or authorized third-party service providers may automatically collect this information when you visit the Site through the use of electronic tools like Cookies and Web beacons or Pixel tags, as described below.

We may use Non-Personally Identifiable Information to administer the Site, analyze trends, gather demographic information, comply with applicable law, and cooperate with law enforcement activities.

#### **4. Release of Personally Identifiable Information**

We will not share your Personally Identifiable Information with other parties except as provided below:

**We share your information with Affiliated Businesses.** We provide some services or products jointly with affiliated businesses. These are known as “Affiliated Businesses.” We share your Personally Identifiable Information (other than payment card details) with an Affiliated Business so that it can provide the requested services to you, such as event registration and event merchandise fulfillment. This sharing of information would allow an Affiliated Business to market directly to you; however, we will only share this information if you engage in an Identification Activity.

**We may share your information with Authorized Third-Party Service Providers.** We may provide some of our services through third-parties. These “Third-Party Service Providers” perform functions on our behalf, like processing credit card payments or providing technical support. We may share your Personally Identifiable Information with such service providers in order to process credit card payments, send postal or email, analyze data, provide marketing assistance, or operate the Site. We encourage Third-Party Service Providers to adopt and post privacy policies, but the use of your Personally Identifiable Information by such parties is governed by the privacy policies of such parties and is not subject to our control.

**Unless you opt-out (see User Choices, below), we may share your information with Marketing Partners.** From time to time we may establish a business relationship with third parties. These are known as our “Marketing Partners.” We may share your Personally Identifiable Information with our Marketing Partners to enable them to contact you regarding products, services and special offers that may be of interest to you. We encourage Marketing Partners to adopt and post privacy policies, but the use of your Personally Identifiable Information by such parties is governed by the privacy policies of such parties and is not subject to our control.

**We may share your information for our Protection and the Protection of Others.** We may also disclose Personally Identifiable Information when we believe release is appropriate to comply with the law or a court order; enforce or apply this Privacy Policy, the Terms & Conditions or other agreements; or protect the rights, property or safety of the Site, its users or others.

#### **5. Release of Non-Personally Identifiable Information**

We may share Non-Personally Identifiable Information with third parties in order to track and analyze Site usage and volume information, administer the Site, and improve its quality. We may also publish this information for promotional purposes.

#### **6. User Choices**

As discussed above, you can always choose not to provide Personally Identifiable Information, although it may be required to engage in certain activities on the Site.

You can opt-out of receiving promotional emails that we send to advertize our services and/or the services of our affiliates. You cannot, however, opt out of “administrative” emails – emails that relate to your activity on the Site, such as a response to your request for technical support. If you do not want us to send you promotional emails, email us or write us at the address found below. Please note that opting out of our promotional emails will only affect future communications.

You can opt-out of the sharing of your Personally Identifiable Information with Marketing Partners for direct marketing purposes. If you do not want us to share your Personally Identifiable Information with Marketing Partners for direct marketing purposes, email us or write us at the address found below. Please note that opting out of this information sharing will only affect future information sharing. This means, for example, that while we will promptly stop sharing such information once we receive your opt-out request, if we shared your information with a Marketing Partner before your request, you must contact such Marketing Partner directly to opt-out of its communications.

## **7. Updating and Correcting Information**

If you need to update or correct any of your Personally Identifiable Information, please email or write to us at the address found below.

## **8. Automatic Tracking of Non-Personally Identifiable Information**

**Cookies.** To facilitate and customize your experience with the Site, we may store cookies on your computer. A cookie is a small text file that is stored on your computer for record-keeping purposes which contains information about you. Cookies allow website operators to collect Non-Personally Identifiable Information from you, like which pages you visited and what links you clicked on. Most browsers automatically accept cookies, but you may be able to modify your browser settings to decline cookies.

**Other Tracking Devices.** We may use other industry-standard technologies like pixel tags and web beacons to track your use of the Site. Pixel tags and web beacons are tiny graphic images placed on certain pages on the Site, or in our emails that allow us to determine whether you have performed a specific action. When you access these pages or open or click an email, pixel tags and web beacons generate a Non-Personally Identifiable notice of that action. Pixel tags allow website operators to measure and improve their understanding of visitor traffic and behavior, as well as give them a way to measure promotions and performance.

## **9. Privacy Policies of Third Party Sites**

This Privacy Policy only addresses the use and disclosure of information we collect from you. Other sites that may be accessible through the Site have their own privacy policies and data collection, use and disclosure practices. If you link to any such site, we urge you review the site’s privacy policy. We are not responsible for the policies or practices of third parties.

## **10. Public Areas**

If you disclose Personally Identifiable Information in discussion forums or other public areas on the Site, that information can be read, collected or used by others to send you unsolicited messages or for other purposes. Such activities are beyond our control and this Privacy Policy does not apply to such

information. If you do not want your comments to be viewed by third parties, do not make any such submissions.

## **11. Miscellaneous Privacy Issues**

**Children.** Minors under the age of 13 may not use the Site. We do not collect or maintain information from anyone known to be under the age of 13, and no part of the Site is designed to attract anyone under the age of 13.

**Notice of Privacy Rights to California Residents.** Under California law, users who are California residents are entitled to request and obtain from us once a year, free of charge, information about the Personally Identifiable Information (if any) that we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of Personally Identifiable Information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request by email or standard mail at the address set forth below.

## **12. Contacting Us**

Users may contact us by phone, e-mail ([info@ramracing.org](mailto:info@ramracing.org)) or mail (Running Away Enterprises, LLC d/b/a Racebx, 430 Lake Cook Road, Deerfield, IL 60015).