

HIGHLIGHT BROADCAST NETWORK, LLC (“HiCast”)

PRIVACY POLICY

This Privacy Policy governs the manner in which Highlight Broadcast Network, LLC collects, uses, maintains and discloses information collected from you from our mobile application (“App”) or our website located at <http://www.hicastsports.com> and any other future websites controlled by HiCast (“Site”). This privacy policy applies to the App and Site and all products and services and resources offered by Highlight Broadcast Network, LLC.

Personal Identification Information

We may collect personal identification information from you in a variety of ways, including, but not limited to, when you download and register for the App, visit our Site, register on our Site, subscribe to a newsletter, respond to a survey, fill out a form, and in connection with other activities, products, services, features or resources we make available via our App or our Site, what media you may download and the venue at which it may have been recorded. You may be asked for, as appropriate, name, email address, mailing address, and phone number. You may, however, visit certain sections of our Site anonymously. We will collect personal identification information from you only if you voluntarily submit such information to us. You may refuse to supply personally identification information, except that such refusal may prevent you from engaging in certain App- or Site-related activities.

Non-personal Identification Information

We may collect non-personal identification information about you whenever you interact with our App or Site. Non-personal identification information may include the browser name, the type of computer and technical information about you, means of connection to our App or Site, such as the operating system and the Internet service providers utilized, and other similar information.

We use “Google Analytics” and other similar tools (together “Analytics”) to collect information about use of our App and Site. Our Analytics collect information such as how often you visit this App and Site, what pages you visit when you do so, and what other sites you used prior to coming to this site. Our Analytics collect only the IP address assigned to you on the date you visit our App or Site, rather than your name or other identifying information. Via our Analytics, we do not combine the information collected through the use of Analytics with personally identifiable information.

Although Analytics plant a permanent cookie on your web browser to identify you as a unique user the next time you visit our App or Site, the cookie cannot be used by anyone but Google and HiCast. Google’s ability to use and share information collected by Google Analytics about your visits to our App or Site is restricted by the [Google Analytics Terms of Use](#) (as [amended for government websites](#)) and

the [Google Privacy Policy](#). You can prevent Analytics from recognizing you on return visits to this site by [disabling cookies](#) on your browser.

Analytics employs cookies to define user sessions, which allows for the collection of data about how visitors are using apps and sites. Analytics uses only first-party cookies for data analysis. This means that the cookies are linked to a specific app or website domain, and Analytics will only use that cookie data for statistical analysis related to your browsing behavior on that specific app or website. According to Google, the data collected cannot be altered or retrieved by services from other domains. The place of processing is the USA. You may [opt out](#) by using the [Google Analytics opt-out browser add-on](#), or by turning off cookies in the preferences settings in your web browser. For more information on Google Analytics, please visit [Google Analytics](#).

To better serve you, we have also implemented a Google Analytics feature known as Google Analytics Demographics and Interest Reporting. Via Google Analytics Demographics and Interest Reporting, we may use data from Google's Interest-based advertising or 3rd-party audience data (such as age, gender and interests) with Google Analytics primarily to improve our marketing and our App and Site experiences. Visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the [Ad Settings](#) tool. As an added privacy measure, you can use [Google Analytics opt-out browser add-on](#).

Web Browser Cookies

Our Site may use "cookies" to enhance your experience. Your web browser places cookies on your hard drive for record-keeping purposes and sometimes to track information about you. You may choose to set your web browser to refuse cookies, or to alert you when cookies are being sent. If you do so, note that some parts of the Site may not function properly.

How We Use Collected Information

We may collect and use your personal information for the following purposes:

- To improve customer service:
We may use information you provide to help us respond to your customer service requests and support needs more efficiently.
- To personalize user experience:
We may use information in the aggregate to understand how our users as a group use the products, services and resources provided on our App and Site.
- To improve our App or Site:
We may use feedback you provide to improve our products and services.
- To process payments:
We may use information you provide when placing an order only to provide service to that order

and ensure proper credit to your account. We do not share this information with outside parties except to the extent necessary to provide the service.

- To run a promotion, contest, survey or other App or Site feature:
We may use information you provide to send you information you agreed to receive about topics we think will be of interest to you.
- To send periodic emails and text messages:
We may use the email address to send you information and updates pertaining to your order. It may also be used to respond to your inquiries, questions, and/or other requests.
- To place advertisements:
We may use information in aggregate to share with advertisers and to place advertisements on our App and Site.

How We Protect Your Information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our App and Site.

Sharing Your Personal Information

We do not sell, trade, or rent your personal identification information to others, unless those engaged in a bona fide negotiation for a business transaction who agree to treat your personal information with a similar level of privacy. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

Third Party Websites

You may find advertising on our App or Site, or other content produced or made available by our App or Site that links to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We generally do not control the content or links that appear on these third party sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site or App, is subject to that website's own terms and policies.

Advertising

Advertising appearing on our App or Site may be delivered to you by advertising partners, who may use cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile non-personal identification information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted

advertisements that they believe will be of most interest to you. This privacy policy does not cover the use of cookies by any advertisers.

Changes to This Privacy Policy

We have the right and discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage you to frequently check this page for any changes. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your Acceptance of These Terms

By using our App or our Site, you signify your acceptance of this policy and terms of service. If you do not agree to this policy, please do not use our App or our Site. Your continued use of our App or our Site following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting Us

If you have any questions about this Privacy Policy, or our practices with respect to the App or Site, please contact us at:

Highlight Broadcast Network, LLC

<http://www.hicastsports.com>

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