

Upper Deck e-Pack Privacy Policy

Date last modified: January 20, 2016.

This Upper Deck e-Pack™ Privacy Policy (the “Privacy Policy”) discloses the privacy practices for The Upper Deck Company’s e-Pack website and mobile application and various related services available through the e-Pack (collectively, “e-Pack”). Please read the information below to learn and understand how we collect, use, and safeguard the information you provide us through your use of e-Pack.

1. Information We Collect. We collect two types of information about our users: Personally Identifiable Information and Non-Personally Identifiable Information.

“Personally Identifiable Information” is information that identifies you and may be used to contact you online or offline. Upper Deck only collects Personally Identifiable Information from you on a voluntary basis, through registration, contest or sweepstakes entries, mailing/newsletter subscriptions, purchases, and technical support requests. The information we collect and store will depend on the activity but may include your first and last name, age and birthday, shipping and billing address(es), email address, phone number, username, security question and answer, and password. We do not collect any Personally Identifiable Information about you unless you voluntarily provide it to us. Any credit card information that you provide will only be used as is necessary to process payments and prevent fraud during processing; Upper Deck and its third party payment processor do not use credit card information for any other purposes, and we do not store any credit card information.

“Non-Personally Identifiable Information” is information that cannot be used to personally identify you. The Non-Personally Identifiable Information we may collect includes the time and date of access, device information, location information, anonymous usage data while you are using e-Pack, preferences you submit and preferences that are generated based on the data you submit and/or number of clicks, referring/exit pages, a website’s Uniform Resource Locator (“URL”) that you just came from or the URL you go to next, and your Internet Protocol (“IP”) address.

2. How We Use and Share Information.

Personally Identifiable Information: we will use your Personally Identifiable Information internally to provide you with access to e-Pack, enhance the operation of e-Pack, respond to questions and issues, provide technical support, send you promotional materials, solicit feedback from users, and let you know about upcoming changes or improvements to e-Pack. We do not sell, trade, or rent your Personally Identifiable Information to others. We do provide some of our services through contractual arrangements with third-party service providers, including a payment processor and a card fulfillment processor. We and such service partners use your Personally Identifiable Information to operate e-Pack and deliver services related to e-Pack.

Non-Personally Identifiable Information: we will use Non-Personally Identifiable Information to help us enhance the operation of e-Pack, customize the user experience and e-Pack’s content and layout, and improve our marketing and promotional efforts. We also aggregate Non-Personally Identifiable Information in order to track trends and analyze use patterns on e-Pack. This Privacy Policy does not in any way limit our use or disclosure of Non-Personally Identifiable Information to our partners, advertisers, and other third-parties at our discretion.

Please be aware that, to the extent permitted by law, Upper Deck may access and disclose your account information if Upper Deck (a) is required to do so by law or court order or (b) has a good faith belief that such access or disclosure is reasonably necessary to (i) comply with applicable laws, regulations, or legal process; (ii) enforce the Upper Deck e-Pack Terms and Conditions of Use; (iii) respond to claims that your use of e-Pack has violated rights of third parties; and (iv) respond to your requests for customer service. Upper Deck may also transfer the information collected through e-Pack if Upper Deck is acquired by, sold to, or merged with another entity.

3. **How We Protect Information.** To protect your information, Upper Deck follows generally accepted industry standards and maintains reasonable safeguards to attempt to ensure the security, integrity, and privacy of the information you have provided. Upper Deck has standard security measures in place, including a firewall-protected server and use of encryption, designed to protect against the loss, misuse, and alteration of the information under our control. Unfortunately however, no system or data transmission over the Internet can be guaranteed to be 100% secure; human errors do occur, so there is always a possibility that there could be unauthorized access to your information. Although we strive to protect your information, you acknowledge that (a) there are security and privacy limitations of the Internet that is beyond our control; (b) the security, integrity, and privacy of any and all information and data exchanged between you and Upper Deck through this site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

4. **Your Rights Regarding the Use of Your Personal Information.** We may, from time to time, send you emails regarding our products and services. Additionally, if you indicated that you are interested in receiving offers or information from us and partners, we may occasionally send you direct mail about products and services that we feel may be of interest to you. You have the right at any time to prevent us from contacting you for marketing purposes. If you do not wish to receive such mailings, simply tell us by unchecking the mailing offer box when you give us your personal information during registration. You can also easily edit your account settings to no longer receive such offers and mailings. You can also opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. Notwithstanding the promotional preferences you indicate, we may continue to send you administrative emails, including, periodic updates to e-Pack and this Privacy Policy or important account information.

If you need to change or update your Personally Identifiable Information, you may do so in your account settings. You may also contact us as provided for in Section 7 to access, update, and correct the Personally Identifiable Information we have collected from your use of e-Pack. Please be assured, however, that for your privacy and security, we will take reasonable steps to verify your identity before granting access to your Personally Identifiable Information.

5. **Third-Party Sites.** Except as may be discussed otherwise in this Privacy Policy, this Privacy Policy only addresses the use and disclosure of information we collect from you. Other sites or apps accessible through e-Pack have their own privacy policies and data collection, use, and disclosure practices. We strongly urge you to consult each site's or app's privacy policy. We are not responsible for the policies or practices of third parties and we encourage our users to read the privacy statements of other sites or apps before proceeding to use them.

6. **Other Information About Our Policy.** As set forth in our e-Pack Terms and Conditions of Use Agreement, you MUST be at least 18 years old to use e-Pack. Our policy is that we do not knowingly collect, use, or disclose Personally Identifiable Information about visitors that are under 18 years of age.

We reserve the right to change this Privacy Policy from time to time. We will post any privacy policy changes on e-Pack's website, update the Privacy Policy that is available in app stores, and notify you of any significant changes.

7. **Contact Us.** For any questions and inquiries regarding this Privacy Policy and Upper Deck's practices, please use the "Contact Us" submission page at www.upperdeckepack.com.