

May 4, 2025 - Privacy Policy – SANTA BARBARA INVITATIONAL CONCOURS

This Privacy Policy covers our websites, apps, services, and interactions with you online and offline, including shopping and visits (collectively, our “**Services**”). Santa Barbara Invitational Concours (“we” or “us”) owns and operates these Services. This policy explains how we collect and process your information.

This Privacy Policy defines:

- How we use and process the information we collect.
- The information we collect through our Services and how we collect it.

Please review this privacy policy carefully before accessing and using our services. By using our services or submitting information to us, you agree to the collection and processing of information as outlined in this privacy policy.

Please review our Terms of Service (“**Terms**”), which govern your use of the Sites. The Terms limit our liability and require you to resolve disputes through binding arbitration individually, not via class actions.

IF YOU DISAGREE WITH THIS PRIVACY POLICY, DO NOT USE OUR SERVICES.

1. Amendments to This Privacy Policy

The Last Updated Effective Date of this Privacy Policy is indicated at the top of this webpage, May 4, 2025. As we introduce new features, we will revise this Privacy Policy accordingly. We will provide you with advance written notice of any modifications. Your continued use of our Services following the Effective Date constitutes your acceptance of the revised Privacy Policy. The amended Privacy Policy supersedes all prior versions. However, we will not implement retroactive changes that reduce your privacy rights without obtaining your explicit consent.

2. Information Collected

We may collect your Personal Information based on how you use our Services:

“**Personal Information**” refers to data that can identify, relate to, describe, or be associated with a specific individual or household.

Direct identifiers and contact data, such as your email, phone number, social media profile (if linked), and national ID or passport information.

- **Internet and network activity data**, such as your browsing activity, search history, IP address, and dates/times you access our Services (as further discussed in Section 3.b. below); and
- **Demographic information**, including your gender, date of birth, and zip code.
- **Customer record information**, such as details of your vehicle information, and information regarding others registered to participate with you.
- **Professional and employment-related information**, such as your place of employment.
- **Geolocation and other location data**, including the exact location of your device and any location information obtained through security measures implemented at our event.
- **Internet and network activity data**, such as your browsing activity, search history, IP address, and dates/times you access our Services (as further discussed in Section 3.b. below); and
- We collect data that cannot be used to identify individuals, such as browser type and device type, as well as aggregated data sets that provide group-level insights and trends regarding our users and guests (“**Non-Identifiable and Aggregate Information**”). This Non-Identifiable and Aggregate Information is devoid of any individual-level data and is not capable of identifying you.

3. Method of Information Collection

Information is collected from what users provide and through the use of services. The type of information collected, and its processing depends on the method and purpose of collection. Some data is gathered using cookies and similar tools, as detailed in Section 5 below.

- **Information Provided to Santa Barbara Invitational Concours:** When you contact us for help, create an account, or voluntarily provide your Personal Information, we collect your identifiers, contact details, and demographic data. We may also gather information as described to you at collection or with your consent.
- **Information Collected When Using the Sites:** When you use the Sites, we may collect internet and network activity information about your interactions with the Sites, including: (i) IP address; (ii) domain server; (iii) type of device used to access the Sites; (iv) web browser used to access the Sites; (v) statistics related to the

interaction between your browser or device and the Sites; and (vi) referring web page or source through which you accessed the Sites.

- **Information Collected from Outside Sources:** Third parties that support our business operations collect your direct identifiers, contact information, and internet activity information and share it with us. For instance, we may acquire mailing lists and use email service providers to manage our communications and marketing programs.
- **Information from Mobile App Data:** The Santa Barbara Invitational Concours mobile app collects geolocation information. If your device is equipped with GPS, can connect with wireless access points or hot spots, or communicates with cell towers or satellites, it can determine its precise geographic location. If you have consented to using your device's user interface, the geographic location of your device will be transmitted to our servers in real time whenever the App is running (even if you are not actively using the App or it is minimized on your device). Once you set your device to transmit its location information to us, it will continue to do so (when it is open) until you change the settings. You may opt out at any time by accessing the App's location settings on your device and choosing not to share its location with us.

4. USE, SHARING AND DISCLOSURE OF INFORMATION

a. Usage of Information

We use the Personal Information we collect or receive to operate, maintain, and improve our Services, including:

- To provide our Services and enhance content and functionality to better meet your needs.
- To conduct our business operations and deliver the services and products you have requested.
- For customer service and resolving issues.
- To enable communication between the Santa Barbara Invitational Concours and the recipient.
- To prevent, detect, and investigate activities that are not allowed or illegal, such as claims of copyright infringement and security breaches.
- To email you news about our products, services, and promotions that may interest you.
- Compiling statistical data on user interactions with our Services and investigating information meant to provide reinforcement, support, and improve our Services.

- To fulfill our contractual obligations and safeguard our rights arising from agreements between you and Santa Barbara Invitational Concours, including our **Terms of Service**.
- To ensure user safety, security, and legal rights for all users.
- To notify you of important updates regarding our Services, including changes to this Privacy Policy or other policies.
- To accomplish any other purpose for which you provide information to us or to which you agree.

Our business partners and we may also integrate various types of information collected from or about you through multiple sources, including personal data, to generate non-identifiable and aggregated information. We may use this non-identifiable and aggregated information for the purposes outlined in this Privacy Policy.

b. Information Sharing and Disclosure

Each category of Personal Information may be shared and disclosed.

- We work with third-party service providers for functions like web hosting, data analysis, promotion services, communication, reservations, property management, and technology and data services. These providers have access to the necessary Personal Information to perform their tasks.
- To uphold our agreements with other users or third parties, including in relation to copyright infringement claims.
- To protect the safety and security of users and guests.
- In the event of a merger with or acquisition by another company of all or substantially all of Santa Barbara Invitational Concours' assets, we will continue to handle personal information in accordance with this Privacy Policy. When feasible, we will notify you before any Personal Information is transferred or becomes subject to a different privacy policy.
- To comply with legal or regulatory obligations, including subpoenas, governmental requests, or binding orders from data protection agencies.
- If it is determined that you are violating our Terms of Service or if necessary to protect the rights or property of Santa Barbara Invitational Concours, action may be taken even without a subpoena, warrant, or other court order.

We, along with our partners, may share and disclose non-identifiable and aggregate information for any legally permissible purposes.

5. DATA COLLECTION, “DO NOT TRACK”, AND ONLINE ADVERTISING

a. **DATA COLLECTION TOOLS INCLUDING COOKIES.** “Data Collection Tools” refers to technology, such as cookies and web beacons, that gathers information about your use of our Sites and potentially your activities when you visit other websites on the Internet.

b. **Online Advertising.** Our websites utilize data collection tools to effectively manage our online advertising program. These technologies are implemented by our team, as well as our advertising management partners and other third-party entities.

We and our ad partners use these tools to track user actions, measure marketing efforts, deliver relevant ads, enhance user experience on our Sites, and show ads on third-party sites.

We adhere to the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising, allowing you to choose if your online activity is collected for interest-based advertising. Learn more at www.aboutads.info.

c. **Opting Out of Interest-Based Ads:** To stop receiving online interest-based ads, visit www.aboutads.info/choices or www.networkadvertising.org/choices/. An opt-out cookie will be placed on your device. If you delete cookies, you'll need to opt out again.

When you choose to opt-out of interest-based advertisements, it does not eliminate all advertisements on our sites. Instead, the ads displayed will not be tailored to your specific interests.

Please be aware that certain third parties, which are beyond our control, may employ Data Collection Tools on our Sites. Even if you choose to "opt-out" of receiving interest-based advertisements using the links provided above, these Data Collection Tools may continue to gather information regarding your usage of our Sites for purposes such as analytics, fraud prevention, and other objectives permitted under the Principles.

6. INFORMATION PROTECTION

Santa Barbara Invitational Concours takes measures to safeguard your information from unauthorized access and use. We also ensure our agents, contractors, and business partners protect your data while providing services. However, we cannot guarantee its privacy or security. Disclosing information to us is at your own risk. Please take precautions when using the Internet or storing information on your devices. . **DISCLOSURE OF INFORMATION TO SANTA BARBARA INVITATIONAL CONCOURS IS AT YOUR OWN RISK**

7. RELATED SERVICES LINKS

This Privacy Policy applies only to information collected through our Services. Our Services may link to third-party websites and services ("**Linked Services**"). We do not control or

endorse Linked Services and are not responsible for them. We do not investigate or monitor Linked Services. These links are provided for your convenience, and you access them at your own risk. We encourage you to review the privacy practices of any Linked Service you visit.

8. NOT FOR CHILDREN

We do not intentionally collect information from minors. To access our Services, you must have reached the age of legal majority in your place of residence. By utilizing our Services, you affirm that you are at least of the age of legal majority as defined by your local jurisdiction. All information provided to the Santa Barbara Invitational Concours is treated as if it has been submitted by an adult.

In the event that we become aware of a minor providing their personal information to us, we will take steps to delete such information promptly. If you suspect that we have obtained Personal Information from a minor, please reach out to us at **that Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA 93108.**

9. INFORMATION ON CALIFORNIA CONSUMER RIGHTS

California residents have privacy rights:

a. **The Right to Information.** You can request details about: (i) the specific Personal Information we have about you; (ii) categories of your Personal Information collected in the past 12 months; (iii) sources of that information; (iv) categories of Personal Information sold or disclosed in the past 12 months; (v) third parties to whom it was sold or disclosed; and (vi) reasons for collecting and selling your information. Generally:

In the past 12 months, we have collected the Personal Information listed in the above section.

- We do not, nor will we ever, sell your Personal Information.

b. **Right to delete.** You may request us to delete your Personal Information. However, we may refuse if we need to fulfill legal obligations or complete a transaction. If denied, we will provide the reason.

c. **Right to opt out of selling your Personal Information.** You can opt out of selling your Personal Information. We don't sell your Personal Information and won't do so. If this changes, we'll update our Privacy Policy, inform you, and respect your right to opt out.

d. **Equal service rights.** If you decide to exercise these rights, we will not treat you differently. Please note that exercising certain rights may limit your ability to use or access some features of our services.

You can request information or deletion twice a year for free. Contact us at that Santa Barbara Invitational Concours, 1187 Cast Village Road, Suite 1 Montecito, CA 93108.

We will undertake steps to verify your identity prior to processing your request for access or deletion of your information. We will only fulfil your request if sufficient data has been provided to reasonably confirm that you are the individual whose Personal Information we have collected. If you possess an account with us, our existing authentication practices will be utilized to verify your identity. Should you not have an account with us, additional information may be requested to authenticate your identity. The Personal Information provided during the verification process will solely be used to ascertain your identity or authority to make the request, and to track and document responses, unless the information was initially provided for another purpose.

You can use an authorized agent to submit a request to know or delete. We may verify both your identities and need a signed document from you authorizing the agent. To protect your Personal Information, we may deny requests if proof of authorization is not provided.

e. Shine the Light – Third Party Marketing: California law allows residents to opt-out of Santa Barbara Invitational Concours sharing their Personal Information with third parties for direct marketing. You can opt out by writing to our contact address, that Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA 93108, USA. We respect all opt-out requests and do not share personal information for direct marketing if you have opted out. This does not prohibit non-marketing disclosures.

California Civil Code Section 1789.3 mandates that we inform California residents about their specific consumer rights.

i. Our Services are owned and/or operated by Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA 93108, USA.

ii. Our Services are available at no cost unless explicitly stated otherwise.

iii. To file a complaint regarding any of our Services or obtain additional information regarding use of the Services, please send correspondence to Sant Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA, 93108, USA. You also may contact the Complaint Assistance Unit of the Division of Consumer Services of California's Department of Consumer Affairs in writing at 400 R Street, Suite 1080, Sacramento, California 95814 or by telephone at (916) 445-1254 or (800) 952-5210.

10. COUNTRIES DESIGNATED UNDER GENERAL DATA PROTECTION

Purposes of Processing and Data Collection

Santa Barbara Invitational Concours collects and processes your Personal Information in accordance with the purposes outlined in this Privacy Policy. Our data processing activities are conducted to fulfill our legal obligations to you and third parties, ensure the safety of our guests, employees, and others, and serve other legitimate business interests. All data processing and collection are carried out based on your consent, which can be withdrawn at any time by contacting us in writing at that Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA 93108, USA.

We retain your personal information for the time needed to fulfill the purpose it was collected for, usually during any contractual relationship and for a period afterward as required or allowed by applicable law. Our retention policies are consistent with the relevant statute of limitation periods and legal requirements.

Each specific basis for the processing your personal information is based upon the purpose for such information will be used as specified below:

a. Collection at EVENT:

- When you make a reservation or purchase a ticket for our event, we process your Personal Information (such as your name, address, email address, phone number, vehicle information and information regarding others traveling with you on the basis of our contract to provide you with the services you request. Additionally, we process such data for marketing, surveys, and service improvements as specified in the above Privacy Policy.
- We collect certain additional Personal Information during registration/check-in at our event, as necessary to comply with our legal obligations.
- For safety reasons, we may use closed circuit television and other security measures at our event that capture or record images of guests and visitors in public areas.
- We process Personal Information in connection with event services, in order to provide services to you and for our business interests including for marketing and service improvements as specified in above Privacy Policy.

b. Group Events: We process Personal Information in connection with your event profiles based on our contractual relationship with you and for other business interests, including for marketing, service improvements, and analytics and service personalization, as described in the above Privacy Policy.

c. **Surveys:** Completion of surveys is entirely voluntary. We process the information obtained from surveys based upon your consent and in furtherance of our business interests, including marketing, service improvements, and analytics.

d. **Social Media:** Participation in Santa Barbara Invitational Concours-sponsored social media activities and offerings is voluntary – we process information obtained from social media participation based on your consent and in furtherance of our related business interests, including for marketing, service improvements, and analytics and service personalization, as described in our Privacy Policy (above).

e. **Direct Marketing and Promotions:** We use your Personal Information to send you marketing messages and promotions on the basis of your consent.

Data Provider Rights

Data Provider has the following protections and rights upon request:

1. Access, Correction and Erasure Requests by Data Provider:

- ask us to confirm whether we are processing your Personal Information
- receive information on how your data is processed
- obtain a copy of your Personal Information
- request that we update or correct your Personal Information
- request that we delete Personal Information in certain circumstances

2. Right to Object to Processing: You have the right to request that Santa Barbara Invitational Concours cease processing of your Personal Information:

- for marketing activities, including profiling
- for statistical purposes
- where such processing is based on our legitimate business interests, unless we are able to demonstrate a compelling legitimate basis for such processing or we need to process your Personal Information for the establishment, exercise, or defense of a legal claim

3. Right to Restrict Processing: You have the right to request that Santa Barbara Invitational Concours limit the processing of your Personal Information:

- while that Santa Barbara Invitational Concours is evaluating or in the process of responding to a request by you to update or correct your personal information

- where such processing is unlawful and you do not want that Santa Barbara Invitational Concours to delete your data where that Santa Barbara Invitational Concours no longer requires such data, but you want us to retain the data for the establishment, exercise, or defense of a legal claim
- where you have submitted an objection to processing based on our legitimate business interests, pending our response to such a request.

4. Data Portability Requests: You have the right to request that we provide you or a third party that you designate with certainty your Personal Information in a commonly used, machine readable format. Please note, however, that data portability rights apply only to personal information that we have obtained directly from you and only where our processing is based on consent or the performance of a contract.

Submitting Requests: Your requests may be submitted in writing to Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA, USA 93108. We will respond to all such requests within 30 days of our receipt of the request, unless there are extenuating circumstances, in which event we may take up to 60 days to respond. We will inform you if we expect our response to take longer than 30 days. Please note, however, that certain Personal Information may be exempt from such rights pursuant to applicable data protection laws. In addition, we will not respond to any request unless we are able to appropriately verify the requestor's identity. We may charge you a reasonable fee for subsequent copies of data that you request.

If you have concerns about our data practices or the exercise of your rights, you may contact Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA, USA 93108.

Right to Withdraw Consent: You have the right to withdraw your consent to any processing that we conduct solely based on your consent (such as sending direct marketing materials to your personal email account). You may withdraw your consent to marketing activities by following the instructions on any marketing emails or contacting.

International Data Transfers: We may transfer the personal information we collect about you pursuant to the purposes described in this Privacy Policy to countries that have been found by the European Commission to not provide adequate protection. We use appropriate safeguards for the transfer of personal information among our affiliates in various jurisdictions.

To opt out or obtain a copy of these clauses or additional information on transfers, you may send your request to that Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1 Montecito, CA 93108

11. INFORMATION TRANSMISSION

Our Services are based in the United States and provided for access and use only by persons located in the United States. Our Services are hosted in the United States and other jurisdictions in which Santa Barbara Invitational Concours operates. Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA, USA 93108 may transfer your personal information to third parties located in another country for purposes of processing, storage, or fulfillment. If you are visiting our Services from outside the United States, your information may be transferred to, stored, and processed in the United States. The data privacy and protection and other laws of the United States may not be as comprehensive as those in your country. By using our Services, you consent to transfer of your information to our facilities as described in this Privacy Policy

12. HOW TO CONTACT US

If you have questions about this Privacy Policy or to request corrections, amendments, or deletions to any Personal Information that you have provided through our Services, please contact us at Santa Barbara Invitational Concours, 1187 Coast Village Road, Suite 1, Montecito, CA, USA 93108 and we will use reasonable efforts to supply you with requested Personal Information and correct any factual inaccuracy or delete your Personal Information from our databases. To honor your request, we will need the exact information you wish to correct, amend, or delete.

13. PHOTOGRAPHER CREDITS

Santa Barbara Invitational Concours would like to acknowledge the excellent, professional, photographers who provided images for this website and digital marketing campaigns:
Priscilla Priscilla

An Experience Beyond Cars