

COPPA PRIVACY NOTICE

We at Colorado Avalanche comply with applicable law, including the Children's Online Privacy Protection Act ("**COPPA**"). You are viewing this Privacy Notice because you are the parent or guardian ("**you**") of a minor under the age of 18 who would like to become a member of the Colorado Avalanche Kids Club (the "**Minor**").

This notice describes our practices concerning the collection, use, and disclosure of personal information for the Colorado Avalanche Kids Club (the "**Kids Club**"). Please note that this Privacy Notice supplements, and should be read together with, Colorado Avalanche's Privacy Policy, which is available online at [Official Colorado Avalanche Website | Colorado Avalanche](#) or in print form upon request (collectively, the "**Privacy Policy**").

Parent/Guardian Consent Required

We require your consent before we collect, use, or disclose the Minor's personal information. If you do not consent, we will not collect, use, or disclose any personal information about the Minor, but the Minor will not be able to participate in the Kids Club.

The Personal Information We Collect

Some of the information we collect can personally identify the Minor ("**personal information**"). The types of personal information we collect include:

- Name;
- Date of Birth
- Gender; and
- Address.

We will also treat non-personal information that we combine with personal information as personal information.

How We Use Personal Information

We use personal information about the Minor to:

- facilitate participation in the Kids Club;
- provide our products and services to the Minor;
- generate reporting regarding the Kids Club and use of our products and services;
- respond to your requests, feedback or inquiries;
- notify you about updates, information, or alerts regarding our products and services;
- comply with laws, regulations, and other legal requirements;
- protect the integrity and maintain the security of our products and services;
- operate, evaluate and improve our business, including conducting surveys and market research, developing new products, services, and promotions (such as, for example, special events, programs, offers, contests), analyzing and enhancing existing products, services, and promotions, managing our communications; performing accounting, auditing, and other internal functions; and
- provide you with information and advertisements about products, services, and promotions from us or third parties, that may interest the Minor.

We may also use personal information about the Minor:

- as described in any additional notice we provide at the time we collect the personal information; or
- for any other purpose for which you provide additional consent.

How We May Share Personal Information

We may share personal information about the Minor with our trusted partners, service providers, and vendors to help us with the uses described in the How We Use Personal Information section. Except as provided in the Privacy Policy, we do not share the Minor's personal information with any third parties without your express prior authorization or as required by applicable law.

Parent/Guardian Rights

You can review your Minor's personal information, direct us to delete it and refuse to allow any further collection or use of the Minor's information at any time.

How We Verify Consent

We obtain verifiable consent to the collection, use, and disclosure of the Minor's personal information by having you sign a registration form and submit it to us.

Contact Us

If you have questions or comments, please email us at KidsClub@ColoradoAvalanche.com.