

Last Revised: January 5, 2021

This Privacy Statement (this “Statement”) applies to personal information collected by App State Athletics and its affiliates associated with this site. This Statement is intended to act as a supplement to, and not conflict with, the [Appalachian Privacy Statement](#).

This Privacy Statement may be amended at any time without notice. App State Athletics encourages you to review this website periodically to ensure you have read the most updated Statement.

#### A. Information You Provide.

App State Athletics collects any Information you directly and voluntarily share with us through Appalachian online platforms, such as email portals, online forms, and electronic surveys. The personal information we collect from these platforms are to provide you with the services you’ve requested and may be used to support App State Athletics for various purposes, including but not limited to contacting you for marketing purposes or tailoring our content for you. Personal information that you may directly or voluntarily provide us includes:

- **Account Set-Up Information:** App State Athletics will collect certain information to set up an account for you via one of our sites, such as your name, email address, mailing address, phone number(s), and the username and password you create.
- **Credit Card/Payment Information:** If you purchase an item via an auction or an online store or register for a camp using our services, App State Athletics will collect certain information such as your credit card number and billing address to process that payment.
- **Sports or Athlete Interests:** If you voluntarily register to personalize your use of our services or a service of an affiliate, including a website or a mobile app, then App State Athletics may collect personal information that you provide through your use of those platforms include likes and interests.

#### B. Information We Automatically Collect.

App State Athletics collects information from you automatically to assist, manage and improve online content to deliver the best user experience; provide, customize and personalize communications and market our activities to you; as well as to protect Appalachian networks from unauthorized or harmful activities, such as network system security breaches and other harmful threats. Information that we may automatically collect includes:

- **Device Information:** We may collect non-personal information about the computer, mobile device, or other device you use to access our sites, such as your computer’s unique IP address, geolocation information, unique device identifiers, browser type, browser language and other transactional information.
- **Cookies, Beacons, Local Storage and Other Similar Technologies:** App State Athletics uses “cookies,” Web beacons, HTML5 local storage, and other similar technologies. These technologies allow us to manage access to and use of our sites, recognize users and provide personalization, and help us to understand how users engaged with our services. You will not be able to access certain areas of our websites if your computer does not accept cookies from us. We do not respond to browser-based “do not track” signals.

- **Analytics Technologies:** We have engaged with a third-party service, such as Google Analytics, to provide us information, reports, and analysis about the usage, browsing patterns of users of our sites. Google Analytics tracks and analyzes non-personally identifiable usage and volume statistical information from our visitors and customers on our sites.
- **Location Information:** Some of our website and mobile applications can deliver content based on your current location if you choose to enable that feature. If you enable the location-based feature, your current location will be stored locally on your device, which will then be used by the app. If you elect to have a location-based search saved to your history, we will store that information on our servers. If you do not enable the location-based service, or if an app does not have that feature, the app will not transmit to us, and we will not collect or store location information.
- **Email Tracking Pixels:** We may use a function in HTML emails to track which users open emails and which links they click.
- **Ads Within Our Apps:** The ads you see may be targeted to you based on your current GPS location, proximity of your device to an active beacon or low-energy blue-tooth transmitter, your device's IP address or ZIP code, and user provided location information such as seat location.

#### C. Information Shared with Third Parties.

App State Athletics may share information that we receive from you or collect automatically with third parties we work with to provide you services. App State Athletics works with many vendors and other partners who assist us with our daily operations. Information we have acquired will only be shared with these third parties to perform services on behalf of Appalachian. Third party organizations may not use the information we provide them for any purpose other than those reasons expressly permitted in contractual agreements with Appalachian, as expressed in this Statement, or as otherwise required by law.

#### D. Non-Appalachian Athletic Sites.

This Statement does not apply to Appalachian sites, nor App State Athletic sites, that do not link to this Statement. Additionally, this Statement is a supplement to [Appalachian's Privacy Statement](#) which is also applicable to sites that link to this Statement. App State Athletic Sites may contain hyperlinks or other website references that direct you to third party websites that are not owned or controlled by Appalachian. We are not responsible for the privacy practices or content of those third-party websites that are not owned and controlled by Appalachian.

#### E. Personal Information of Children

Unless otherwise provided on a site, App State Athletic sites are not intended or designed for children under the age of 13, and we do not knowingly collect or solicit personal information from children under the age of 13.

#### F. International Data Subject Rights

If you are present in a European Economic Area (EEA) or any country that is subject to the General Data Protection Regulation (GDPR), then you may be entitled to certain rights pertaining to the processing of personal information collected from you during your time in that country. If so, the processing of your

personal information will be conducted pursuant to a lawful basis as prescribed in the GDPR, including but not limited to consent, necessity for contractual performance, necessity of a legitimate interest, or legal compliance. For more information on the GDPR and your rights, please visit [Appalachians GDPR Privacy Notice](#).

#### G. Legal Compliance

App State Athletics complies with applicable federal and state laws, as well as UNC System and Appalachian policies, for the collection, use, and disclosure of personal information. When permitted by applicable law, Appalachian may disclose personal information to third parties when compelled by law or to protect the safety and security of the Appalachian community or property.

#### H. Questions and Concerns

If you have any questions or concerns about the collection and processing of your personal data by App State Athletics, please send an email to [athletictickets@appstate.edu](mailto:athletictickets@appstate.edu).