

This Privacy Notice describes how Campus Legends collects, uses, and shares your personal information in relation to Campus Legends services and websites on which this notice appears (collectively "Services"). This Privacy Notice also describes how Campus Legends manages data and the choices Campus Legends visitors and customers have regarding how data is managed.

The terms "Campus Legends," "we," "us," or "our" means Campus Legends. "You" means an individual or a customer who visits Campus Legends' Services.

This Privacy Notice does not apply to third parties or their services. This Privacy Notice does not apply to information which cannot be identified to any individual, household or their devices.

Information We Collect

Campus Legends offers consumers the ability to purchase non-fungible tokens ("NFTs") related to athletes and collegiate sports teams. The NFTs may be developed by ourselves and/or third parties.

To provide Campus Legends Services and to support our website, we collect data by which you may be personally identified, such as a first and last name, an email address, a telephone number, payment information, and identifiers that may permit us to contact you. We may also collect information about your social media handles, your school affiliations, internet connection, the devices and equipment you use to access our Site, and usage data.

To provide our Services, we additionally collect:

- Authentication information you create when you create an account, such as username and password.
- Commercial information and preferences, such as purchase information, team and player preferences, and other preferences.

We collect this information from a variety of sources, including:

- Directly from you when you provide it to us, including when you communicate with us.
- From third parties, including contacts in your network.
- Automatically as you navigate through the Sites.

We may launch a mobile application and will collect the above information from that application, as well as location and mobile device information.

Information directly from you when you provide it to us. The information we collect on or through our Services may include information that you provide directly to us. This includes information provided at the time you register for an account, sign up for communications or communicate with us, interact with other users of Campus Legends, or engage in certain activities.

Information we collect from your friends. Your friends and contacts may provide personal information about you.

Information about transactions made on our Services. If you make a purchase or other financial transaction through our Service, we collect information about the purchase or transaction. This includes payment information, billing information, products purchased (including NFTs) and contact details. If you choose to pay via a wallet (including a wallet containing crypto currency), we will receive information about your wallet in order to support that payment.

Information we collect through automatic data collection technologies. We may collect data regarding your use of this Services through cookies, web beacons, and other automatically collected information. This data may include your IP address; date and time you access the Services and the pages and content you access during your visit; websites that you link to or from; emails from us that you open and the links you click on within those emails. Cookies are small identifiers sent from a web server that are stored on your device for the purpose of identifying your browser or storing information or settings in your browser. Cookies may also be used to personalize your visit by storing your preferences or displaying content based upon what you have viewed on the Services and other websites. Web beacons or pixel tags connect web pages to web servers and their cookies. We and others may use these and similar technologies on our Services and other websites.

Other parties may collect personally identifiable information about your online activities over time and across third-party websites when you use our website or services. We do not respond to “do not track” signals or other mechanisms that provide consumers the ability to exercise choice regarding the collection of personally identifiable information about an individual consumer’s online activities over time and across third-party websites or online services.

Information we collect from third party sources. Advertisers, analytic services, and other third parties provide us information in connection with tools we offer and through tools they use to collect information about you when you use our Services. The information they collect may be associated with your personal information or they may collect information about your online activities over time. They and we may use this information to provide you with interest-based advertising or other targeted content.

How We Use Information We Collect

We may use data we collect for a variety of purposes, including the following:

- To operate our business.
- To provide, maintain, analyze, customize, measure and improve our Services.
- To provide customer support.
- To communicate with you, including about products and/or services you may be interested in.
- To cross-device match. We may identify different devices that are likely to be associated with you using information collected from you and inferences we make.
- To monitor and enforce our legal terms or similar terms.
- To comply with law and satisfy our regulatory compliance obligations.
- To detect and prevent fraud and other prohibited, illicit or illegal activity.
- For other purposes permitted by law or to which you consent.

Please note that we may combine the information we gather about you in identifiable form, including information from third parties. We may use this information, for example, to improve and personalize our services, content and advertising.

How We Secure Information

We are committed to maintaining measures to protect the security of your information. Of course, despite these measures, no network or system is ever entirely secure and we cannot guarantee the security of networks and systems that we operate or that are operated on our behalf.

How We Share Personal Information

We may share your information with third parties as permitted or required by law, or as directed or authorized by you. For example, we may disclose your information:

- With universities for marketing purposes.
- With third party service providers to process your payments. Alternatively, we may provide you the opportunity to directly provide your information to third parties who process your payments. These service providers' collection and use of information is subject to their own privacy notices.
- With other service providers who support our business (such as messaging or hosting providers).
- With our professional advisors who provide legal, compliance, accounting, banking, or consulting services.
- In order to comply with our legal obligations or to protect the interests, property or legal rights of you, ourselves, or third parties.
- With law enforcement, officials, or other third parties when we are compelled to do so by a subpoena, court order, or similar law enforcement request, or when we believe in good faith that the disclosure of personal information is necessary to prevent physical harm or financial loss, to report suspected illegal activity, or to investigate violations of this Privacy Notice or other applicable terms.
- With companies or other entities in connection with, or during the negotiation of, any merger, sale of company stock or assets, financing, acquisition, divestiture or dissolution of all or a portion of our business.
- For other legal purposes, such as to enforce our legal terms, or to exercise or defend legal claims.
- With your direction or consent.

In addition, when you purchase NFTs through or from Campus Legends, information about your purchase will be made publicly available on a public blockchain. Currently, Campus Legends uses the Solana blockchain. This publicly available information includes: your blockchain address(es); the blockchain address(es) of any other parties to the transaction, including Campus Legends' address; product metadata, including data about the NFT purchased; contract / smart contract information related to the transaction; and wallet address. This and other information may be seen by other users of the blockchain used by Campus Legends.

What Choices You Have

Update personal information. If you maintain an online account with us, you can log in to that account to review and change certain information you have provided to us.

Marketing communications. You may receive marketing information from Campus Legends. You may opt out of receiving marketing emails, by following the unsubscribe link in each email, or by contacting us at accounts@CampusLegends.com. You may continue to receive non-marketing emails from us after you opt-out.

Cookies. You have a number of choices regarding certain cookies. Most web browsers automatically accept cookies, but you may modify your browser's setting to notify you of cookie placement or decline cookies. If you choose to decline cookies, certain features of our website may not function properly as a result.

Location Data. You may opt out of allowing us to collect this information either by refusing access to the information or by disabling your location settings on your device. If you choose to opt out, you may not be able to use certain features of our Site.

Children's Privacy Rights

Our online services are not directed to children under the age of 18. We do not knowingly collect data from children under age 18 without parental consent.

Updates to Our Privacy Notice

We may update this Privacy Notice from time to time in order to provide clarification or notice of changes to our practices. If we make changes, we will revise the Effective Date at the top of this Privacy Notice. Changes to this Privacy Notice will be effective once they are posted unless otherwise indicated.

Contact Information

If you have any questions or concern about this privacy notice or the privacy practices at Campus Legends, please contact us at hi@CampusLegends.com.