



## BAL.ON WEBSHOP PRIVACY NOTICE

Effective Date: [10/01/2024]

### PRIVACY NOTICE / YOUR PRIVACY RIGHTS

If you are a California resident, please see page 7-9 for more information about your specific privacy rights.

**ACCESSIBILITY** -- if you are having any trouble accessing this privacy notice or the website, please email us at [contact@bal-on.golf](mailto:contact@bal-on.golf).

#### 1. Introduction

**ContiTech USA, Inc.** (“Continental”, “us,” “we,” or “our”) collects and processes information about you as described in this Privacy Notice (“Notice”). We are committed to protecting the privacy of those with whom we interact. This Notice contains details about how we collect, use, and disclose Personal Information that we obtain from and about you when you interact with our [www.bal-on.golf](http://www.bal-on.golf) and [www.bal-on.shop](http://www.bal-on.shop) websites (“Website”). Please read this Notice carefully.

**Applicability:** This Notice does not apply to job applicants or our employees, contractors, or agents.

Whenever you interact with us on behalf of another individual or entity, such as by providing or accessing Personal Information about another individual, you represent that your interactions and exchanges comply with applicable data protection laws. You shall have sole responsibility for any violation of privacy laws as a result of a failure to inform the other individual about how their Personal Information will be processed or to obtain any necessary consent from such individual.

**Changes:** We may update this Notice from time to time. The current Notice will be effective when posted. Please check this Notice periodically for updates. If any of the changes are unacceptable to you, you should cease interacting with us. When required under applicable law, we will notify you of any changes to this Notice by posting an update on this website. When required under applicable law, we will seek affirmative consent from you before making material changes to the way we handle Personal Information previously collected from you. If you do not provide such consent, Personal Information will continue to be used in a manner that is consistent with the version of this Notice under which it was collected.

#### 2. Sources of Personal Information

Personal Information refers to any information relating to an identified or identifiable natural person or household (as applicable), and includes the information considered “personal information”, “personal data”, or other substantially equivalent terms defined in applicable data protection laws.



We collect information about you and how you interact with us in several ways, including:

- A. **Information you provide to us directly.** We collect the information you provide to us directly, including on contact forms, order forms, and information you submit to complete transactions and orders.
- B. **Information automatically collected or inferred from your interaction with us.** We automatically collect technical information about your interactions with us (such as IP address and browsing preferences).
- C. **Information we collect from 3<sup>rd</sup> parties.** We collect from the following 3<sup>rd</sup> party sources, including:
  - 1. Credit reporting agencies, customer due diligence providers; and
  - 2. Financial services providers to facilitate your transaction (e.g., your bank or credit card issuer)

We may combine information that we receive from the various sources described in this Notice, including 3<sup>rd</sup> party sources and public sources, and use or disclose it for the purposes identified below.

### 3. Types of Personal Information We Collect

Continental mostly collects contact information and other information to complete transactions and facilitate our relationship with you. However, your interaction with the Website may vary, and not all types of information identified in this section apply to each interaction. The types of Personal Information that we may have collected about you during the previous 12 months in connection with the Website include:

- A. **Identifiers**, such as your name, postal address, country of residence, geolocation, email address, account name, phone number, or other similar identifiers.
- B. **Financial information**, such as your credit card or debit card number as required to complete a transaction through our e-commerce platform.
- C. **Commercial information and preferences**, including records of personal property, creditworthiness, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- D. **Internet or other digital activity information**, such as your internet protocol address, browsing history, search history, and information regarding your interactions with our Website. For more information on our collection of this type of information, please see **Section 12 (How We Use Cookies and Automatic Data Collection Tools)**.
- E. **Professional, employment, or education information**, such as job title, business address, employment history, or other professional information.
- F. **Inferences** drawn from any of the information we collect to create a profile about you reflecting your preferences, characteristics, or behavior.

### 4. How We Use Your Personal Information

We may use the Personal Information described in Section 3 in the following ways:

- A. **To enable interactions between you and us**, such as to facilitate online purchases of our products; process shipping and returns; register and administer your account, provide you with and support your interactions with

us; diagnose, repair and track service and quality issues; facilitate an order, download, return, or exchange; provide requested product information; communicate with you about your account or our data practices; install and configure changes and updates to programs and technologies related to interactions with us; authenticate those who interact with us; or to respond to your requests, complaints, and inquiries.

- B. **For our own internal business purposes**, such as to evaluate or audit the usage and performance of programs and technologies related to interactions with us; evaluate and improve the quality of your interactions with us and programs and technologies related to interactions with us; design new services; process and catalog your responses to surveys or questionnaires (e.g., customer satisfaction reviews); perform internal research for technological development and demonstration; conduct data analysis and testing; maintain proper business records and other relevant records.
- C. **For legal, safety or security reasons**, such as to comply with legal requirements; protect our safety, our property or rights of those who interact with us, or others; investigate and respond to claims against us, our customers, our partners, and our employees; address security and health and safety issues (including managing spread of communicable diseases; and detect, prevent, and respond to security incidents or other malicious, deceptive, fraudulent, or illegal activity).
- D. **For advertising and marketing purposes**. We may use your Personal Information to market our products or services or those of 3rd parties, such as our business partners. We may use your Personal Information when you participate in marketing surveys, questionnaires, promotions, events or contests. We may audit aspects of our ad impressions. We may use your Personal Information for short-term transient use, including for contextual ad customization. We may use your Personal Information to enhance our content and to potentially send you commercial emails.

**Unsubscribing to promotional email messages.** To opt-out of receiving promotional email messages from us, please click on the "Unsubscribe" link contained at the bottom of each email or by contacting us using the contact information identified below. You may still receive emails on important topics from us, such as emails about your transactions with us or concerning legal topics.

- E. **For any other purposes for which you provide consent.**

We may de-identify, anonymize, or aggregate your Personal Information. When we de-identify, anonymize, or aggregate such information, it can no longer be used to directly or indirectly identify you, and is no longer your Personal Information. We may use such information for any purpose.

## 5. To Whom Do We Disclose Your Information?

To enable the purposes described in Section 4, we may disclose your Personal Information to the following categories of recipients:

- A. **Affiliates and subsidiaries.** We may disclose your Personal Information within our group of companies, which includes parents, corporate affiliates, subsidiaries, business units and other companies that share common ownership for the purposes described above.
- B. **3<sup>rd</sup> party service providers.** We may disclose your Personal Information to 3<sup>rd</sup> party service providers working on our behalf in order to facilitate our interactions with you or request or support our relationship with you,

such as credit card processing providers, hosting service providers, IT providers, operating systems and platforms, internet service providers, analytics companies, and marketing providers (e.g., we may disclose your email address to our outbound email marketing provider). We may contract with other companies to provide certain services, including identity verification, email distribution, market research, and promotions management. We provide these companies with only the information they need to perform their services and work with them to ensure that your privacy is respected and protected.

- C. **Professional consultants.** We may disclose your Personal Information to our professional consultants who are bound by confidentiality and professional obligations, such as our accountants, lawyers, financial advisors, and audit firms.
- D. **Vendors necessary to complete transactions you request.** If we engage in a transaction, we may share Personal Information with supporting vendors such as shipping companies, payment processors, and logistics providers.
- E. **Business Partners.** We may also provide your Personal Information or provide access to your Personal Information to our business partners as necessary to provide the Website or complete transactions that you may request.
- F. **Marketing and Advertising Partners.** We may use Personal Information collected or inferred from your interactions with our Website for advertising purposes, including cross-contextual advertising. In doing so, we may disclose your Personal Information to marketing and advertising partners, social media companies, and companies that operate cookies and other automated data collection technologies as described in **Section 12 (How We Use Cookies and Automatic Data Collection Tools)** below. If legally required, we will obtain your consent before engaging in such disclosures.
- G. **Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes.** We may disclose your Personal Information to 3<sup>rd</sup> parties such as law enforcement or other government agencies to comply with law or legal requirements; to enforce or apply our GTC (*as defined herein*) and other agreements; and to protect our rights and our property or safety of our users or 3<sup>rd</sup> parties.
- H. **In connection with a transaction.** If we sell some or all of our assets, merge or are acquired by another entity, including through a sale or in connection with a bankruptcy, we will disclose your Personal Information as part of that transaction.

Information that is not your Personal Information, including information that has been de-identified, anonymized, or aggregated may be disclosed any 3<sup>rd</sup> party for any purpose.

## 6. Your Rights

Please note that under applicable data protection laws and regulations you may have the following rights in connection with Continental's processing and use of your Personal Information:

- **Right of Information/Notice.** You have the right to be informed about the types of Personal Information that we collect and how we use such Personal Information. Continental provides this Policy, detailing how Personal Information is processed, including the 3<sup>rd</sup> parties with which Continental has shared your Personal Information. Continental will provide updated notice and information any time the types of Personal Information processed and/or Continental's use and sharing of your Personal Information materially change.

- **Right to Revoke Consent (where applicable).** Where processing of your Personal Information is based upon your consent, you may withdraw consent at any time, and Continental will stop processing and delete your Personal Information, subject to Continental's right to retain the data as allowed for lawful purposes, including to comply with its legal obligations and to use it exclusively on an anonymized basis. Consent must be withdrawn in writing to [contact@bal-on.golf](mailto:contact@bal-on.golf). See the **Section 12 (How We Use Cookies and Automatic Data Collection Tools)** below for additional information regarding placement of cookies and associated processing activities.
- **Right of Access.** You may obtain from Continental confirmation regarding whether Personal Information is being processed and, if it is, access to the Personal Information and additional information about the processing of such Personal Information.
- **Right to Correction/Rectification.** You may have inaccurate Personal Information corrected and have incomplete Personal Information made complete.
- **Right to Deletion.** You may have Personal Information deleted in certain circumstances.
- **Right to Opt-Out of the Use or Disclosure of Your Personal Information for Targeted Advertising Purposes.** To opt-out of the disclosure of your information for marketing purposes, including retargeting and cross-contextual advertising purposes, you must disable advertising and marketing cookies. See the **Section 12 (How We Use Cookies and Automatic Data Collection Tools)** for additional information.
- **Right to Restrict Processing.** You may have additional processing of Personal Information restricted and/or temporarily blocked while the sufficiency, necessity, accuracy, or legality of processing of the Personal Information is contested.
- **Right to Data Portability.** You may be able to receive Personal Information for the purpose of providing that Personal Information to another controller, either through you as our business customer or directly by Continental.
- **Right to Object.** You may object, at any time and on grounds relating to their particular situation, that processing of Personal Information is unnecessary or excessive.
- **Right to Complain to the Relevant Supervisory Authority.** If you have a complaint about our privacy practices, you have the right to submit a complaint to a relevant supervisory authority.

You may exercise your rights by using the contact information set forth in **Section 11** below. You may correct or update any of the Personal Information You provided to Us when You registered for an account on the Website by editing your Registered User profile.

We may request additional information from you as necessary to allow you to exercise your rights, and we may deny your request where we have a legitimate basis to do so.

## 7. Security and Retention

We maintain reasonable security procedures and technical and organizational measures to protect your Personal Information against accidental or unlawful destruction, loss, disclosure, alteration, or use. But no security measures can be 100% effective, and we cannot guarantee the security of your information, including against unauthorized intrusions or acts by 3rd parties.

We retain your Personal Information as long as necessary to fulfill the purposes outlined in this Notice unless we are required to do otherwise by applicable law. This includes retaining your Personal Information to provide you with the products or services you have requested and interact with you; maintain our business relationship with you; improve our business over time; ensure the ongoing legality, safety and security of our services and relationships; or otherwise in



accordance with our internal retention procedures. Once you have terminated your relationship with us, we may retain your Personal Information in our systems and records in order to ensure adequate fulfillment of surviving provisions in terminated contracts or for other legitimate business purposes, such as to enable easier future user onboarding, demonstrate our business practices and contractual obligations, or provide you with information about our products and services in case of interest.

## 8. Children’s Privacy

Interactions with us are intended for individuals 16 years of age and older. Our interactions are not directed at, marketed to, nor intended for, children under 16 years of age. We do not knowingly collect any information, including Personal Information, from children under 16 years of age. If you believe that we have inadvertently collected Personal Information from a child under the age of 16, please contact us at the address below and we will use reasonable efforts to delete the child’s information from our databases.

## 9. External Links

When interacting with our Website, you may encounter links to external sites or other online services, including those embedded in 3<sup>rd</sup> party advertisements or sponsor information, which we do not control. We are not responsible for the privacy practices and data collection policies for such 3<sup>rd</sup> party services. You should consult the privacy statements of those 3<sup>rd</sup> party services for details.

## 10. Terms of Use

This Notice is incorporated into and subject to the BAL.ON WebShop General Terms of service, which can be found at [https://www.bal-on.golf/en\\_US/Terms-of-Service.html](https://www.bal-on.golf/en_US/Terms-of-Service.html).

## 11. Contact Info/Exercising Your Rights

If you have questions regarding this Notice or if you wish to exercise your any of the rights described herein, please contact us at:

EMAIL: [contact@bal-on.golf](mailto:contact@bal-on.golf)

PHONE: 1 (800) xxxxxx

## 12. How We Use Cookies and Automatic Data Collection Tools

Our Website (and authorized 3<sup>rd</sup> parties) uses cookies and analytics tools that may automatically collect or infer information from your interaction with the Website. Functional (technically necessary) cookies are only used to ensure the operation of the Mobile App and may not be rejected. Additional cookies are set only upon your acceptance of such cookies. For additional information regarding the use of cookies, please see our [Cookie Settings](#), where you may also review and modify your current cookie settings. Some browsers have incorporated Do Not Track (“DNT”) preferences. At this time, we do not honor Do Not Track signals.



**SUPPLEMENT FOR CALIFORNIA RESIDENTS**

**This section applies only to California residents.** It does not apply to the following information:

- Information about individuals who are not California residents.
- Information about our own job applicants or our employees, contractors, or agents.

Pursuant to the California Consumer Privacy Act of 2018 (the “CCPA”), in the table below we provide a summary of the Personal Information we collected and disclosed in the prior 12 months, and the 3<sup>rd</sup> parties with whom your Personal Information may have been sold or shared.

<i>Categories of personal information we collect</i>	<i>Categories of third parties with whom we disclose personal information for a business purpose</i>	<i>Categories of third parties to whom personal information is sold or shared</i>
<b>Identifiers</b> , name, alias, postal address, country of residence, unique personal identifier, online identifier, email address, account name, phone number, or other similar identifiers.	<ul style="list-style-type: none"> <li>• Affiliates and subsidiaries</li> <li>• 3<sup>rd</sup> party service providers</li> <li>• Professional consultants</li> <li>• Vendors necessary to complete transactions you request</li> <li>• Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes</li> <li>• In connection with a transaction</li> </ul>	<ul style="list-style-type: none"> <li>• Business partners</li> <li>• Marketing and advertising partners</li> </ul>
<b>Personal information subject to the California Customer Records Act</b> , such your name contact information, and other similar records. The Personal Information included in this category may overlap with other categories.	<ul style="list-style-type: none"> <li>• Affiliates and subsidiaries</li> <li>• 3<sup>rd</sup> party service providers</li> <li>• Professional consultants</li> <li>• Vendors necessary to complete transactions you request</li> <li>• Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes</li> <li>• In connection with a transaction</li> </ul>	<ul style="list-style-type: none"> <li>• Business partners</li> <li>• Marketing and advertising partners</li> </ul>
<b>Commercial information</b> , including records of personal property, creditworthiness, products or services purchased, obtained, or considered, or other	<ul style="list-style-type: none"> <li>• Affiliates and subsidiaries</li> <li>• 3<sup>rd</sup> party service providers</li> <li>• Professional consultants</li> <li>• Vendors necessary to complete transactions you request</li> <li>• Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes</li> </ul>	<ul style="list-style-type: none"> <li>• Business partners</li> <li>• Marketing and advertising partners</li> </ul>

<p>purchasing or consuming histories or tendencies.</p>	<ul style="list-style-type: none"> <li>• In connection with a transaction</li> </ul>	
<p><b>Financial information</b>, such as your credit card or debit card number as required to complete a transaction through our e-commerce platform.</p>	<ul style="list-style-type: none"> <li>• Affiliates and subsidiaries</li> <li>• 3<sup>rd</sup> party service providers</li> <li>• Professional consultants</li> <li>• Vendors necessary to complete transactions you request</li> <li>• Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes</li> <li>• In connection with a transaction</li> </ul>	<p>Not sold or shared</p>
<p><b>Internet or other digital activity information</b>, such as your internet protocol address, browsing history, search history, and information regarding your interactions with our Website.</p>	<ul style="list-style-type: none"> <li>• Affiliates and subsidiaries</li> <li>• 3<sup>rd</sup> party service providers</li> <li>• Professional consultants</li> <li>• Vendors necessary to complete transactions you request</li> <li>• Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes</li> <li>• In connection with a transaction</li> </ul>	<ul style="list-style-type: none"> <li>• Business partners</li> <li>• Marketing and advertising partners</li> </ul>
<p><b>Professional or employment information</b>, such as job title, business address, employment history, or other professional information.</p>	<ul style="list-style-type: none"> <li>• Affiliates and subsidiaries</li> <li>• 3<sup>rd</sup> party service providers</li> <li>• Professional consultants</li> <li>• Vendors necessary to complete transactions you request</li> <li>• Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes</li> <li>• In connection with a transaction</li> </ul>	<ul style="list-style-type: none"> <li>• Business partners</li> <li>• Marketing and advertising partners</li> </ul>
<p><b>Inferences</b> drawn from any of the information we collect to create a profile about you reflecting your preferences, characteristics, or behavior.</p>	<ul style="list-style-type: none"> <li>• Affiliates and subsidiaries</li> <li>• 3<sup>rd</sup> party service providers</li> <li>• Professional consultants</li> <li>• Vendors necessary to complete transactions you request</li> <li>• Law enforcement, government, agencies, and other recipients for legal, security, or safety purposes</li> <li>• In connection with a transaction</li> </ul>	<ul style="list-style-type: none"> <li>• Business partners</li> <li>• Marketing and advertising partners</li> </ul>





## Your Rights Under the CCPA

California residents have certain rights, subject to legal limitations, regarding the collection, use, and sharing of Personal Information. California residents may exercise the following rights via emailing us at [contact@bal-on.golf](mailto:contact@bal-on.golf), or by calling 1-877-204-4735.

- **Right to Know.** You may have the right to request information about the categories of Personal Data we have collected about you, the categories of sources from which we collected the Personal Data, the purposes for collecting, selling, or sharing the Personal Data, and to whom we have disclosed your Personal Data and why. You may also request the specific pieces of Personal Data we have collected about you.
- **Right to Delete.** You have the right to request that we delete Personal Information that we have collected from you.
- **Right to Correct.** You have the right to request that we correct inaccurate Personal Information that we maintain about you.
- **Right to Opt-Out of the Sale or Sharing of Your Personal Information.** You may have the right to opt-out of the “sale” or “sharing” of your Personal Information, as such terms are defined by the CCPA. To exercise your right to opt-out, you must disable marketing and advertising cookies. Please see **Section 12 (How We Use Cookies and Automatic Data Collection Tools)** for additional information.

**We will not discriminate against you, in any manner prohibited by applicable law, for exercising these rights.**

**Verification:** In order to exercise your rights, we will need to obtain information to locate you in our records or verify your identity depending on the nature of the request. In most cases, we will collect some or all of the following data elements: first and last name, email address, and telephone number. In some cases, we may request different or additional information, including a signed declaration that you are who you say you are. We will inform you if we need such information.

**Authorized Agents:** Authorized agents may exercise rights on behalf of consumers by emailing us at [contact@bal-on.golf](mailto:contact@bal-on.golf), or by calling 1-877-204-4735 and indicating that they are submitting the request as an agent. We may require the agent to demonstrate authority to act on behalf of the consumer by providing signed permission from the consumer. We may also require the consumer to verify their own identity directly with us or to directly confirm with us that they provided the authorized agent permission to submit the request.

**Timing:** We will process Right to Opt-Out requests within 15 business days. We will respond to Right to Delete, Right to Correct, and Right to Know requests within 45 days unless we need more time, in which case we will notify you and may take up to 90 days total to respond to your request.

This Notice was last updated on [4/11/2025].