UPPER DECK BRANDS PRIVACY POLICY

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The Upper Deck Company brand includes the Upper Deck Store, Upper Deck Authenticated, Collect Forever, Upper Deck e-Pack, Evolution, and Brevettar (collectively, "UDC Brands"). UDC Brands are committed to respecting your privacy. The purpose of this Privacy Policy ("Privacy Policy") is to inform you of what information we collect from you, how we use your information, and your choices regarding our use of your information. By use of our websites and/or sharing your information with us, you are accepting and consenting to the practices described in this Privacy Policy.

1. **Information UDC Brands Collects.**

In order to allow you to use our websites in the best possible way, UDC Brands may request and/or collect information (such as name and e-mail address) from you on a voluntary basis. UDC Brands collects the following types of information about users: Personally Identifiable Information and Non-Personally Identifiable Information (collectively "Information").

A. Personally Identifiable Information: Personally Identifiable Information is information that identifies you and may be used to contact you online or offline. UDC Brands only collects Personally Identifiable Information from you on a voluntary basis. The information UDC Brands collects and stores will depend on the activity, but may include, but is not limited to, your first and last name, date of birth, phone number, mailing address, country of residence, and e-mail address. If you make a purchase from any of our websites, we may also collect a credit or debit card number or other financial information, card verification value, and billing address. Any credit card information that you provide will only be used as is necessary to process payments and prevent fraud during processing. If you make any purchases associated with or on our websites, as applicable, using any third-party payment processor, that third-party payment processor will collect your email address as well as the billing and payment information it needs to process your charges. UDC Brands and its third party payment processor do not use credit card information for any other purposes, and we do not store any credit card information without prior authorization or request to do so. Except as provided herein, when you ask for help from UDC Brands customer service, we will collect and store the contact information you give them (generally, your name and e-mail address, and information about your activity on our websites). To participate as a user and/or make purchases on the websites, or in online activities, special events, contests, sweepstakes, or blog comments, you may be required to provide Personally Identifiable Information. You represent and warrant that any Personally Identifiable Information you provide to UDC Brands is complete, accurate and up-to-date.

B. Non-Personally Identifiable Information: Non-Personally Identifiable Information is information that cannot be used to personally identify you. The

Non-Personally Identifiable Information UDC Brands may collect includes, but, is not limited to the time and date of an email communication, anonymous usage data while you are using our websites, preferences that are generated based on the data you submit and/or number of clicks, referring/exit pages, a website's uniform resource locator ("URL") that you just came from or the URL you go to next, and your internet protocol ("IP") address. However, to the extent that any of the aforementioned identifiers or similar identifiers are considered personal information by law, UDC Brands also treats these identifiers as Personally Identifiable Information.

C. Discussion Forums and External Links: Our websites may contain chat functions, forums, and message boards (the "Discussion Forums"). We may collect information about your communications and any information you choose to provide on these Discussion Forums. Any information that is disclosed on any of the aforementioned mediums is considered public information and you should exercise caution when deciding to disclose your Personally Identifiable Information. Our websites may also contain links to social media websites and/or third party websites (the "External Sites"). We do not endorse any of these External Sites, the services or products described or offered on such External Sites, or any of the content contained on the External Sites. UDC Brands is not responsible for, and this Privacy Policy does not apply to, the privacy practices of the External Sites or of any companies we do not own or control. External Sites may collect information in addition to that which UDC Brands collects. We recommend you review the privacy policies of these External Sites to better understand how your information will be collected, used and stored.

2. **How UDC Brands Uses and Shares Information.**

A. Internal Use of Personally Identifiable Information: UDC Brands will use your Personally Identifiable Information internally to: provide you with access to our websites, enhance the operation of our websites, process orders and notify you based on the status of your order, send you products you ordered, notify the winners of contests or sweepstakes, address fraud concerns, provide technical support, communicate with you and respond to questions and issues, send you promotional materials and push notifications where you have opted in, solicit feedback from you, conduct marketing and user preference related research, and notify you regarding upcoming changes to our websites. Some Personally Identifiable Information may also be shared internally across UDC Brands websites that are included under UDC Brands' single sign on environment ("SSO").

B. Third Party Use of Personally Identifiable Information: UDC Brands does not sell, trade, or rent your Personally Identifiable Information to others; notwithstanding, we share your Personally Identifiable Information to our third party licensors pursuant to the agreements and including, without limitation, for their direct marketing purposes including by mail and email. We provide some services through contractual arrangements with third-party service providers, including, but not limited to, a payment processor and a card fulfillment

processor. We will share your Personally Identifiable Information as necessary for that certain third party to provide these services and operate our websites. However, you may request more information on the use and storage of your Personally Identifiable Information as expressed in Section 4 of this Privacy Policy.

C. Non-Personally Identifiable Information: UDC Brands will use Non-Personally Identifiable Information to help enhance the operation of our websites, customize the user experience and our websites' content and layout, and improve our marketing and promotional efforts. UDC Brands also aggregates Non-Personally Identifiable Information, including your IP address, in order to track trends and analyze use patterns on our websites, for the purposes of system administration, to report aggregate information to its affiliates, business partners, third party vendors, advertisers, licensors, and other third-parties at UDC Brands' discretion, and to audit the use of the our websites. UDC Brands can and will use IP addresses to identify a user and to gather broad demographic information. This Privacy Policy does not in any way limit UDC Brands' use or disclosure of Non-Personally Identifiable Information to UDC Brands affiliates, partners, third party vendors, advertisers, licensors, and other third-parties at UDC Brands' discretion. Please review each service prior to use.

D. Retention Policy: UDC Brands will store and manage any user requests for Personally Identifiable Information records for a minimum of two (2) years since the date of the request, along with UDC Brands' response to such request. UDC Brands will store and manage any collected Personally Identifiable Information for a minimum of two (2) years since the date of collection. Notwithstanding the foregoing, UDC Brands will erase and destroy any Personally Identifiable Information it no longer needs.

E. Information Disclosure: To the extent permitted by law, UDC Brands may access and disclose your Information if UDC Brands (a) is required to do so by law or court order or (b) has a good faith belief that such access or disclosure is reasonably necessary to (i) comply with applicable laws, regulations, or legal processes; (ii) enforce any of the terms and conditions of any UDC Brands' websites; (iii) respond to claims that your use of our websites has violated rights of UDC Brands or third parties; (v) share such Information with its third party licensors, third party vendors, advertisers, licensors, and other third-parties at UDC Brands' sole discretion per any agreement or obligation; and (vi) troubleshoot software bugs and operational problems. We may transfer the Information collected through our websites if any one of UDC Brands is acquired by, sold to, or merged with another entity. We may also share the Information with subsidiaries and affiliated and related entities that provide services on our behalf or in connection with UDC Brands, including allowing us to share participant data with applicable third party licensors and data recipients for direct marketing purposes. We do not sell, rent, or trade your Information with third parties.

3. Cookies.

A. Accepting Cookies: Cookies are small bits of information that are stored by your computer's web browser. Cookies may tell us whether you have visited our websites before and what pages on our websites you have viewed. Generally, Cookies allow our websites, services, applications, and tools to store relevant information in your browser or device and later read that information in order to identify you to our servers or internal systems and improve the user experience on our websites. We use Cookies, pixel tags, local shared objects ("Flash Cookies"), and similar technologies to automatically collect this information. Pixel tags are very small images or small pieces of data embedded in images, also known as "web beacons" or "clear GIFs," that can recognize Cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from your computer or device. Flash Cookies are similar to Cookies except that they can be larger and are downloaded to a computer or mobile device by the Adobe Flash media player. We may allow other UDC Brands websites and third parties to place and read Cookies, web beacons, Flash Cookies, and similar technologies to collect information through the websites. For example, our third-party service providers may use these technologies to collect information that helps us with traffic measurement, research, and analytics. You can decide if and how your computer will accept a Cookie by configuring your preferences or options in your browser. However, if you choose to reject Cookies, you may not be able to use certain online products, services, or features on our websites. Please note that you may need to take additional steps beyond changing your browser settings to refuse or disable Flash Cookies and similar technologies. Flash Cookies can be controlled through the instructions on Adobe's setting manager page which can be found here: http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html.

B. Deleting Cookies: If you choose to refuse, disable, or delete these technologies, some of the functionality of our websites may no longer be available to you. You may occasionally receive Cookies from our advertisers. We do not control these Cookies and they are not subject to this Privacy Policy. Please consult such third party advertisers' privacy policies to learn how they collect and use information. You can also learn more about Cookies by visiting www.allaboutcookies.org, which includes additional, useful information on Cookies and how to block cookies using different types of browsers. For more information on advertising using Cookies and how to opt-out of advertising Cookies specifically, please see Section 4 herein.

C. Analytics: We use Google Analytics, a web analytics service provided by Google, Inc., located at 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Google uses Cookies, and we process your data based on our overriding legitimate interest to provide easy-to-use website access statistics in a cost-effective manner. Google uses this information on our behalf to evaluate your use of our websites, to compile reports on our websites' activity, and to provide us with other services related to activity on the websites and internet usage. The IP address sent by your browser as part of Google will

not be merged with other data on Google. You can prevent such storage of Cookies by following the direction above. You may also opt-out of Google and prevent Google from collecting your data by downloading and installing the browser plug-in available at the following link: http://tools.google.com/dlpage/gaoptout. The use of cookies by Google Analytics is covered by Google's privacy policy, available at https://policies.google.com/privacy.

D. Social Media Plug Ins: We may also use, but are not limited to, the following social media plug ins: Facebook, Instagram, YouTube, and Twitter. When you initially visit any of our websites, no Personally Identifiable Information will be transmitted to the provider of the plug in. We give you the opportunity to communicate directly with the provider of the plug in via the corresponding button. By clicking on the button, the social media plug in will be activated and the plug in provider receives the information that you have visited UDC Brands' online service. By activating the plug in, personal data will be transmitted by you to the respective plug in provider and stored there. Since the plug in provider carries out the data collection in particular Cookies, we recommend that you delete all Cookies via the security settings of your browser before clicking on the plug in. We have no influence on the collected data and data processing operations, nor are we aware of the full extent of the data collection, the purpose of the processing or the storage periods. We do not have the ability to delete the data collected by the plug in provider. For more information regarding the purposes and scope of the data collection and its processing by the plug in provider, please refer to the privacy policy of each respective plug in provider.

4. Managing Your Information.

In addition to the aforementioned mechanisms, you have the ability to manage the use of your information in the following ways:

A. Modify Information: If you wish to access, modify, delete, verify, correct, or update any of your Personally Identifiable Information collected through our websites, you may edit your Information in your account settings or contact us using the contact information in Section 13 herein. In accordance with our routine record keeping, we may delete certain records that contain Personally Identifiable Information you have submitted through our websites. We are under no obligation to store such Personally Identifiable Information indefinitely and expressly disclaim any liability arising out of, or related to, the destruction of such Personally Identifiable Information. It may not always be possible to completely remove or delete all of your Information from our databases without some residual data because of backups and other reasons.

B. Delete Information: You have a right to request that we delete any of your Personally Identifiable Information, except when it is necessary to: (i) complete the transaction for which the Personally Identifiable Information was provided or perform a contract with you; (ii) detect

security incidents, protect against malicious, deceptive, fraudulent, or illegal activity and to prosecute those; (iii) debug to identify and repair errors that impair existing intended functionality; (iv) exercise free speech of business or another consumer or other rights; (v) comply with the California Electronic Communications Privacy Act; (vi) engage in public or peer reviewed research in the public interest; (vii) enable internal uses reasonably aligned with you expectations based on your relationship with us; (viii) comply with a legal obligations; and/or (ix) use your Personally Identifiable Information, internally, in a lawful manner that is compatible with the context in which you provided the information.

C. Opt Out: You may direct us not to share your Personally Identifiable Information with third parties (other than our service providers), not to use your Personally Identifiable Information to provide you with information or offers, and not to send you newsletters, emails, or other communications by modifying your registered user information on your account or contacting us using the contact information in Section 13.

D. Do Not Track: While you may have the opportunity to opt-out of targeted advertising and you may be able to control the use of Cookies through your web browser as described above, some web browsers may also give you the ability to enable a "do not track" setting.

5. **Collection and Use of Data in Promotional Activities, Contests, Sweepstakes, and Special Events.**

UDC Brands may produce certain promotional activities, contests, sweepstakes, and/or special events with the support of affiliated or non-affiliated sponsors and/or promotional partners in connection with our websites or products featured on our websites. By participating in promotional activities, contests, sweepstakes, or special events and providing any personal contact information, you agree to our collection and usage of your Personally Identifiable Information and acknowledge that you have fully read and accepted this Privacy Policy and the terms of the promotion, contest, sweepstake, or special event. For each contest, sweepstakes, and/or special event, we will post on the applicable website applicable rules for the event, and if necessary, post any supplemental terms and conditions or privacy provisions. Any person who wins a prize (a "Winner") is required to provide their consent to the use of certain additional Personally Identifiable Information, including, but not limited to, use of the Winner's full name, image, voice, and/or likeness and/or biographical information for advertising, trade, and promotional purposes without payment or additional consideration, and without review, approval, or notification. Such information may also be used for advertising, marketing, trade and promotional purposes without further payment or additional consideration, and without the Winner's review, approval or notification. In order to be awarded a prize, you may be asked to sign a release that permits us and other third parties to use such information. By participating in promotional activities, contests, sweepstakes, or special events and providing any personal contact information, you agree we may share your Personally Identifiable Information with

our affiliates, partners, third party vendors, advertisers, licensors, and other third-parties at our discretion.

6. **Children's Privacy.**

Age Restrictions: We do not direct our websites to users under the age of majority ("Child" or "Children") and our websites are only intended for users over the age of eighteen (18) years old.We do not knowingly collect or maintain Personally Identifiable Information or Non-Personally Identifiable Information from Children, other than as permitted by law in support of the internal operations. If we become aware that Personally Identifiable Information of Children has been collected, other than for support of the internal operations, we will take reasonable steps to remove such information. If a parent or legal guardian believes that his or her Child has submitted personal information to any UDC Brand, he or she may contact us at the addresses provided in Section 13 herein.

7. How We Protect Information.

To protect your Information, UDC Brands follows generally accepted industry standards and maintains reasonable safeguards to attempt to ensure the security, integrity, and privacy of the Information you provide. We have standard security measures in place, including but not limited to a firewall-protected server and use of encryption, designed to protect against the loss, misuse, unauthorized disclosure or access, unauthorized alteration, and any other unlawful form of processing of the Information under our control. No system or data transmission over the internet can be guaranteed to be completely secure and human errors do occur, so there is always a possibility that there could be unauthorized access to your Information. Although we strive to protect your Information, you acknowledge that: (a) there are security and privacy limitations of the internet that are beyond our control; (b) the security, integrity, and privacy of any and all Information and data exchanged between you and UDC Brands through the websites cannot be guaranteed; and (c) any such Information and data may be viewed or tampered with in transit by a third party. Canadian residents should be aware that their Personally Identifiable Information will be stored on servers located in the United States of America.

8. PIPEDA and Applicable Provincial Privacy Legislation (Canada).

The applicable data protection authority in Canada is the Office of the Privacy Commissioner of Canada (https://www.priv.gc.ca/en/contact-the-opc/), or the equivalent provincial/territorial authority. The Personal Information Protection and Electronic Documents Act (S.C. 2000, c. 5) ("PIPEDA") and applicable provincial privacy legislation provide data subjects within Canada with certain access rights with respect to their Personal Information. For purposes of PIPEDA, Personal Information refers to any information includes any factual or subjective information in any form, recorded or not, about an identifiable individual, including age, name, ID numbers, income, ethnic origin, or blood type; opinions, evaluations, comments, social status, or disciplinary actions; and employee files, credit records, loan records, medical records, existence of a dispute between a consumer and a merchant. PIPEDA gives you a right to access your Personal

Information held by businesses. Your request to access your Personal Information must be made to UDC Brands in writing to privacy@upperdeck.com. Please note that PIPEDA sets out a number of exceptions to your general right of access to your Personal Information.

9. <u>GDPR (European Union).</u>

The European Union General Data Protection Regulation (Regulation (EU) 2016/679) ("GDPR") provides data subjects within the European Union ("EU") with certain access rights with respect to their Personal Data. For purposes of GDPR, Personal Data refers to any information that identifies a natural person existing or residing in the EU ("Data Subject"), or may be used to identify a Data Subject, such as name, an identification number, location data, an online identifier, or factors specific to a Data Subject's physical, physiological, genetic, mental, economic, cultural, or social identity. Please note that UDC Brands is the data controller of your Personal Data. Data Subjects' GDPR rights are provided herein and summarized briefly below:

(a) Basic Information – the right to understand who UDC Brands are and how we process a Data Subject's Personal Data.
(b) Access – the right to request a summary of the Data Subject's Personal Data that is processed by UDC Brands, along with a copy of such Personal Data.
(c) Portability – the right to request we provide a copy of a Data Subject's Personal Data in machine readable form for transportation to another controller/processor.
(d) Rectification – the right to request that we correct errors or update a Data Subject's Personal Data.
(e) Erasure – the right to request that we erase Personal Data in our possession.
(f) Restriction on Use – the right to request that we stop processing a Data Subject's Personal Data.
(g) Objection to Use – the right to object to our assertion that we have a legitimate interest in processing a Data Subject's Personal Data.
(h) Objection to Direct Marketing – the right to object to receiving direct marketing materials from UDC Brands and/or its subsidiaries and affiliates.
(i) Objection to Automated Processing – the right to object to our use of Personal Data to make automated decisions that affect the Data Subject.

All of the aforementioned requests and objections may be directed to privacy@upperdeck.com. Please note that the data subject access rights described above are not absolute, and in many cases are subject to exceptions or other restrictions. If we determine that a request is invalid or does not correspond with the Data Subject's access rights provided by GDPR, we will inform the Data Subject of such determination promptly upon reaching that conclusion.

Pursuant to the GDPR, as a Data Subject, you may request that we erase the Personal Data held by us by contacting us at privacy@upperdeck.com. Under Article 17 of the GDPR, Data Subjects have the right to request the erasure of their Personal Data if one of the following grounds applies:

(a) The Personal Data is no longer necessary for the purpose collected;
(b) The Data Subject withdraws consent to UDC Brands processing activities and no other legal justification for processing applies;
(c) The Data Subject is objecting under Article 21(1) of the GDPR to;
    1. Processing that is necessary for us to perform a task in the public interest under Article 6(1)(e) of the GDPR or in the exercise of our official authority; and
    2. There are no overriding legitimate grounds to process the Personal Data.
(d) The data subject is objecting under Article 21(1) of the GDPR to;
    1. Processing that is necessary to pursue UDC Brands or a third party's legitimate interests under Article 6(1)(f) of the GDPR; and
    2. There are no overriding legitimate grounds to process the Personal Data.
(e) The Data Subject is objecting under Article 21(2) of the GDPR to processing for direct marketing purposes;
(f) We unlawfully processed a Data Subject's Personal Data;
(g) EU law requires us to erase a Data Subject's Personal Data to comply with a legal obligation; or
(h) We collected the Personal Data in the context of offering online services to children under Article 8(1) of the GDPR.

However, the right to erasure is not required under the GDPR, to the extent that data processing is necessary:

(a) For exercising the right of freedom of expression and information;
(b) For compliance with a legal obligation which requires processing by EU or EU member state law to which UDC Brands is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in us;
(c) For reasons of public interest in the area of public health in accordance with points (h) and (i) of Article 9(2) GDPR as well as Article 9(3) GDPR;
(d) For archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes in accordance with Article 89(1) GDPR in so far as the right referred to in paragraph 8.3.1 is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
(e) For the establishment, exercise or defense of legal claims.

Pursuant to GDPR, Data Subjects may request confirmation from us regarding whether or not we have processed their Personal Data. If your Personal Data has been processed, as a Data Subject you may request the following information:

(a) The purposes for which the Personal Data have been processed;
(b) The categories of Personal Data that have been processed;
(c) The recipients and/or the categories of recipients to whom your Personal Data have been or are still being disclosed;
(d) The planned duration of storage of your Personal Data or, if specific information is not available on this, criteria for specifying the duration of storage;
(e) The existence of the right to lodge a complaint to a supervisory authority;
(f) All available information on the origin of the personal data, if the personal data was not collected from you; and
(g) The existence of the right not to be subject to automated decision making, including profiling as per Article 22(1) and (4) of GDPR, and at least in these cases, meaningful information on the logic involved and the consequences and intended effects of this kind of processing for you.

Data Subjects also have the right to request information about whether or not their Personal Data has been transmitted to another country or an international organization. Such requests may be directed to privacy@upperdeck.com.

Data Subjects shall have the right to request us to restrict processing of Personal Data if one of the following conditions is met:

(a) The data subject contests the accuracy of the Personal Data for a period enabling us to verify the accuracy of the Personal Data;
(b) The processing is unlawful and the Data Subject opposes the erasure of the Personal Data, but wants it to be restricted;
(c) UDC Brands no longer needs the Personal Data for the purposes of the processing, but the Data Subject requires it the establishment, exercise or defense of a Data Subject's legal claims; or
(d) The Data Subject objected to processing pursuant to Article 21(1) of GDPR pending the verification whether the legitimate grounds of UDC Brands override those of the Data Subject.

As the Data Controller, we may process and retain your personal Information on our servers in the United States. In order to provide Data Subjects with access to and use of the websites and allow third party data processors have access to and process your Personal Data. Third party data processors include service providers, hosting providers, data storage providers, and other technical partners who help UDC Brands administer the websites, or process the data submitted to the websites. Where a Data Subject requests the erasure of their Personal Data pursuant to the terms in this Privacy Policy, all related accounts

and the contents in each account will be permanently unrenderable and inaccessible. Following such requests, UDC Brands is not responsible for any damages or loss pursuant to the deletion or loss of your Personal Data or account contents.

10. Promotional E-mails.

A. Receiving Emails: Where you grant UDC Brands express consent to send you promotional e-mails by opting-in to receive such e-mails, we may, from time to time, send you e-mails regarding our websites and products. Additionally, if you indicated that you are interested in receiving offers or information from us and our affiliates and third party licensors, we may occasionally send you direct mail or electronic mail about products and services that we feel may be of interest to you. UDC Brands shares your Personally Identifiable Information to its third party licensors pursuant to its agreements and including, without limitation, for their direct marketing purposes including by mail and email. You may opt-out of receiving UDC Brands' e-mails at any time by following the directions on the bottom of e-mails to you from UDC Brands or by logging into your account and modifying your account settings. Users must opt-in to receive such e-mails by granting express consent prior to UDC Brands sending commercial electronic messages.

B. Opt Out: If you would prefer not to receive direct communications with regard to UDC Brands and/or services anymore, you may opt-out by following the directions on the bottom of e-mails to you from us.

11. Third-Party Sites and Service Providers.

Many websites link to our websites and our websites may link to other websites which UDC Brands thinks may be of interest to you. Except as otherwise provided herein, this Privacy Policy only addresses the use and disclosure of Information we collect from you. Other sites or apps accessible through the website have their own privacy policies and data collection, use, and disclosure practices. We strongly urge you to consult the privacy policy on that site, extension, or app. UDC Brands is not responsible for the policies or practices of third parties and we encourage you to read the privacy statements of other sites, extensions, or apps before proceeding to use them. We may acquire information from other sources to update or supplement the Information that you provide or that we collect automatically (such as information to validate or update your address or other demographic information), or when you connect with the company through a third party (including through social networks) based on your registration and privacy settings on those third party sites.

The Personal Data collected by us may be shared with any of our affiliated companies. These companies will hold and transmit all Personal Data in the same safe, confidential and secure environment as set forth herein. We may also share aggregate data with affiliates, partners, third party vendors, advertisers, licensors, and other third-parties at our sole discretion and by accessing and/or using the

websites you expressly consent to such disclosure. UDC Brands will not sell or rent your personal information to third parties without your explicit consent.

12. Legal Disclosures and Safety.

We may share your Personally Identifiable Information with necessary agencies or persons in the event we, in good faith, believes it will (a) prevent physical injury or harm to yourself or members of the public; (b) protect the rights, property, or safety of UDC Brands or third parties; and/or (c) report a crime or other offensive behavior. We also reserve the right to share your information with legal authorities and other companies for fraud protection and credit risk reduction, to detect any technical or security vulnerabilities, to enforce our terms and conditions or other applicable policies, or to otherwise protect the rights, property, safety or security of third parties, website users, UDC Brands, or the public.

13. Contact UDC Brands.

A. Contact Information: For any questions and inquiries regarding this Privacy Policy and our practices, please contact UDC Brands by mail or e-mail.

The Upper Deck Company
5830 El Camino Real
Attn: General Counsel
Carlsbad, California 92008, U.S.A.
E-mail: privacy@upperdeck.com

B. Personally Identifiable Information Requests: UDC Brands will promptly respond to all requests regarding Personally Identifiable Information ("PII Request") within thirty (30) days from its receipt of the request. UDC Brands may receive an additional thirty (30) days to respond to the PII Request if (i) responding to the request within the original thirty (30) days would unreasonably interfere with the activities of UDC Brands; (ii) UDC Brands needs additional time to conduct consultations; or (iii) UDC Brands needs additional time to convert the Personally Identifiable Information to an alternative format. In the event UDC Brands requires an additional thirty (30) days to respond, UDC Brands will notify you within thirty (30) days upon receiving the PII Request.

14. Changes to Privacy Policy.

UDC Brands reserves the right to makes changes to this Privacy Policy at any time and for any reason, with or without any notice to you. Updated versions of this Privacy Policy will be hyperlinked on our websites.

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