

PRIVACY NOTICE

Last updated January 30, 2025

This privacy notice for National Hot Rod Association (Company, "we," "us," or "our"), describes how and why we might collect, store, use, and/or share (process) your information when you use our services ("Services"), such as when you:

- x Visit our website at www.nhra.com or any website of ours that links to this privacy notice
- x Download and use our mobile application (NHRA.tv), or any other application of ours that links to this privacy notice
- x Engage with us in other related ways, including any sales, marketing, or events

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions, please contact us at privacy@nhra.com.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register or use the Services, express an interest in obtaining information about us or our products or Services, when you participate in activities on the Applications or other Services or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with the Services you use, the choices you make, the information you provide, and the products and features you use. The personal information we collect may include the following:

names
phone numbers
email addresses
mailing addresses usernames
passwords
contact preferences billing addresses debit/credit card numbers

Sensitive Information. We do not process sensitive information.

Like many businesses, we also collect information through cookies and similar technologies.

The information we collect includes:

- x **Log and Usage Data.** Log and usage data is service-related, diagnostic, usage, or performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log include your IP address, device information, browser type, and settings information about your activity in, on, or related to our Services. DR No. 15c32 Tm [(T)-13.

- x Consent. We may process your information if you have given us permission (i.e., consent) to use your personal information for a specific purpose. You can withdraw your consent at any time by contacting us. See Section 13 below to learn more.
- x Performance of a Contract. We may process your personal information by your request prior to entering into a contract with you or when we believe it is necessary to fulfill our contractual obligations to you, including providing our Services.
- x Legitimate Interests. We may process your information when we believe it is reasonably necessary to achieve our legitimate business interests and those interests do not outweigh your interests and fundamental rights and freedoms. For example, we may process your personal information for some of the purposes described in order to:
 - Send users information about special offers and discounts on our products and services
 - Develop and display personalized or relevant advertising content for our users
 - Analyze how our Services are used so we can improve them to engage and retain users
 - Support our marketing activities
 - Diagnose problems or prevent fraudulent activities
 - Understand how our users use our products and services so we can improve user experience
- x Legal Obligations. We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information in litigation in which we are involved.
- x Vital Interests. We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

If you are located in Canada, this section applies to you.

We may process your information if you have given us specific permission (i.e., express consent) to use your personal information for a specific purpose, or in situations where your permission can be inferred (i.e., implied consent). You can withdraw your consent at any time by contacting us. See Section 13 below to learn more.

In some exceptional cases, we may be legally permitted under applicable law to process your information without your consent, for example:

- x If collection is clearly in the interests of an individual and consent cannot be 1.8 ()JT (nf)-1.9 (o)-16.9 (r)1.4 (m)-15.9 (at)-1.8 (i)-6.2 (o)-16.9 (n i)-

- x Performance Monitoring Tools Product Engineering & Design Tools Retargeting Platforms
- x Sales & Marketing Tools

We also may need to share your personal information in the following situations:

Business Transfers. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Business Partners. We may share your information with our business partners to offer you certain products, services, or promotions.

Please note that NHRA does not knowingly sell or share SMS message data with third parties for marketing purposes

5. DO WE USE COOKIES AND 0.4 02e.24IEsha EE esCHN02e.24IEEs sr in data wEa pesesdat-16.9 (e(DO)-4.e1

We will consider and act upon any request in accordance with applicable data protection laws.

If you are located in the EEA or UK and you believe we are unlawfully processing your personal information, you also have the right to complain to your

