

## **Lansing Lugnuts PRIVACY POLICY**

The Lansing Lugnuts, a Minor League Baseball team owned by DBH Lansing, LLC (the “**Club**” or “**we**”) has established this privacy policy (the “**Privacy Policy**”) in order to make clear to you how we collect, use and share the personal information you may provide to us. The Privacy Policy sets out our practices regarding data collecting and processing for all aspects of our business. It also sets forth how we may share data with our partner, MLB Advanced Media, L.P. (“**MLB**”), for use online and via interactive media. Any sharing in accordance with this Privacy Policy for use by MLB will be governed by the privacy policy applicable to [milb.com/Lansing](http://milb.com/Lansing).

### **1. Personal Information We Collect**

Personal information we may collect from you includes, but is not limited to, your name, address, email address, or birth date. We collect personal information through a variety of means, including:

- Ticket sales and programs;
- Merchandise sales;
- Special events;
- Charitable programs;
- Fan loyalty programs and apps;
- Sweepstakes and contests; and/or
- Surveys.

When you voluntarily provide the Club with personal information, either directly or through a third party source that has advised you of an intention to disclose that information to us, you thereby consent to its collection, use and disclosure by the Club in accordance with this Privacy Policy, subject to any preferences or elections you make or have made at the time the information is collected.

### **2. Use of Your Personal Information**

If you submit personal information to us, or to any third party acting on our behalf (“**Service Provider**”), we may use your information as set forth in this Privacy Policy, as disclosed when you first submit your information, or as otherwise permissible under applicable law. In general, we will use your information in the following ways:

- To provide you with the goods, services or programs that you have requested from us and to communicate with you with respect to those goods, services and programs (including,

for example, invoicing, changes/enhancements and renewals) or to improve upon our goods, services, programs or promotions;

- To provide you with Club-related marketing materials and information that may be of interest to you, including, for example, special offers (e.g., new ticket programs or merchandise availability), promotions and event news;
- To provide you with marketing and promotional materials and information from our corporate partners or sponsors, including, for example, special offers, promotions and event news;
- If you enter a contest or other promotion offered by the Club, to administer the contest or promotion, in accordance with its rules and applicable laws;
- To satisfy other reasonable, legitimate business interests (such as collecting outstanding debts); and
- We may use your personal information with your permission.

If you indicate to the Club at the time of collection that you do not wish to have your personal information used for any manner other than to fulfill the specific purpose for which the information is being submitted (e.g. you do not wish to receive future promotional communications), the Club will honor such a request in accordance with applicable law. We may combine the personal information you provide us with information we receive from our partners and from MLB, as well as with information we receive from you from other sources such as joint marketing partners or Club databases. We may aggregate certain non-personally identifying components of your information with that of other customers so that we may evaluate and improve our products, services and business practices.

### **3. Sharing Your Personal Information**

If you submit personal information to us, or to any third party acting on our behalf, we may share your information as set forth in this Privacy Policy, as disclosed when you first submit your information, or as otherwise permissible under applicable law. We will not sell, lease, publish or share your personal information with or to anyone else, except as set forth in this Privacy Policy.

- The Club may share personal information with Service Providers, including but not limited to MLB.
- The Club may share aggregated demographic information with third parties. This information does not contain information that can be used to identify you or any other individual person.

- The Club may share your information in any manner to which you consent at the time of collection, including with third parties who are named at the time of collection for the purpose presented to you at the time of collection.

#### **4. Additional Disclosures**

In addition to the disclosures that may be authorized by you under Section 3, certain other sharing or disclosure of your personal information may occur in the following circumstances:

- As time passes, DBH Lansing, LLC may be sold along with its assets, or other corporate transactions may occur. In such a case, our customer information may be one of the business assets we transfer; and
- Your information may be shared to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or violations of any Club policies, rules or regulations.
- We may be required to share your personal and non-personal information pursuant to judicial or governmental subpoenas, warrants or orders. If we are required to do so, we will, of course, obey the law. In addition, notwithstanding any term to the contrary in this Privacy Policy, we reserve the right to use, disclose or share your personal and non-personal information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, or as required by law.

#### **5. Security**

The security of your personal information is important to the Club. We instruct our employees with access to your personal information that it is to be used only in adherence with the principles set forth in this Privacy Policy and applicable laws, rules or regulations. The Club and its affiliated companies assume no liability for interception, alteration or misuse of information transmitted over the Internet.

#### **6. Electronic Communications**

The Club's official website (currently [www.lansinglugnuts.com](http://www.lansinglugnuts.com)) and related digital properties (collectively, the “**Lansing Lugnuts Website**”) and certain of the Club's interactive electronic communications are operated by MLB. Any personal information that MLB receives from you or from the Club in accordance with this policy is governed by the privacy policy applicable to the Lansing Lugnuts Website, available at [www.mlb.com/privacy](http://www.mlb.com/privacy). The Lansing Lugnuts Website privacy policy also includes information about additional privacy rights that may be available to residents of your jurisdiction, including the right to make a request that MLB and the Club not sell or share your personal information, and tools for exercising those rights, if applicable.

## **7. Do Not Call Registry**

Residents of the United States have the ability to limit telemarketing calls they receive by adding their phone number(s) to the National Do Not Call List. Please visit <https://www.donotcall.gov/> for more information. Once registered, your specified phone number(s) will be removed from many telemarketing lists within thirty one (31) days.

Important note for Club customers. Registration on the National Do Not Call List does not prevent telephone communications from companies with whom you have an existing business relationship. Therefore, if you wish to manage your telephone communications from the Club specifically, please contact us directly as provided for in Section 8 of this Privacy Policy, below.

## **8. Contact Us**

If you have questions or concerns about this Privacy Policy, if you want to review your personal information, close your account with us and have us delete the personal information in it, if you do not wish to receive offers or materials from the Club (about itself or about third parties), from Club's affiliated entities, if any, or if you want to limit the methods through which we communicate with you, you can contact us at:

DBH Lansing, LLC  
Privacy Administrator  
505 E. Michigan Ave,  
  
Lansing, MI 48912  
Phone: 517-485-4500

Email: [MiLBClubOfflinePrivacy@mlb.com](mailto:MiLBClubOfflinePrivacy@mlb.com)

## **9. Notification of Changes**

If we make a change to this Privacy Policy, we will post a notification and link on the homepage of, or another visible location within, the Lansing Lugnuts Website so that you can review the updated policy and the policy will be available at the Box Office and Guest Services during gameday activities when visiting the ballpark. If at any point we wish to use your personal information in a manner that is materially different from the permissions granted by you or otherwise as stated at the time it was collected, we will notify you and give you the opportunity to indicate whether you consent to the proposed use.

**Last Updated and Effective Date: 11/19/2025**