Cookie Notice and Controls

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SGB Events, LLC ("**The Silverback Open Championships**") websites, applications, emails, and other online content (each, an "online service") use cookies and similar technologies to help us understand how you interact with our products and online services, to improve your experience, and to allow you to use certain features made available through our online services (such as sharing content via social networks or other communications channels). The Silverback Open Championship is referred to collectively in this privacy notice as the "**SGB Events, LLC**", "**The Silverback Open**," "**we**," "**us**," or "**our**."

This Cookie Notice describes how cookies and similar technologies are used with our online services, as well as your choices regarding the use of cookies on our services and the tools available to you to exercise your preferences. For more information regarding the collection and use of information via our online services, please read our Privacy Notice.

I. Overview of Cookies and Similar Technologies

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site, either for the duration of your visit (a session cookie) or for repeat visits (a persistent cookie). Session cookies are deleted from your computer or device once you leave the online service. Persistent cookies remain on your device and are sent back to the originating website on subsequent visits (or to another website that recognizes the cookie) to notify the website of your previous online activity. Cookies on this online service may be delivered by the The Silverback Open (a first-party cookie) or a third-party (a third-party cookie) and may also be set in association with emails you receive from us. Cookies help us enhance your experience when using our online services. They also help us understand how people use our online services (such as which pages or features are most popular) so that we can better serve our users and members.

> **Want to learn more about cookies? Please visit:**
>
> WWW.ALLABOUTCOOKIES.ORG

In addition to cookies, we may also use other similar technologies with our online services, such as pixel tags (also known as clear GIFs, web beacons, pixels, or web bugs), local storage, statistical identifiers, and software development kits. Pixel tags are small blocks of code installed on a website that allow a third party to deliver its third-party cookies when a visitor goes to the website and are generally used by third parties to monitor and track user activity on a website. Local storage (such as HTML 5) allows a website to store and retrieve data on an individual's device with no expiration date. Statistical identifiers refer to identifiers created using certain device and server data. Collectively, this information makes a user's browser or device sufficiently distinct for a website to reasonably determine that it is encountering the same browser or device over time and used for the same purposes as cookies. Software development kits (also called SDKs) function like third-party cookies and pixel tags but operate in the mobile app environment where cookies and pixel tags do not function as effectively. Instead of using cookies and pixels tags, an app developer can install pieces of code provided by third parties (such as analytics providers) in its mobile app in order for the third parties to monitor and analyze the use and performance of the mobile app.

These technologies enable us and our partners to recognize when someone has visited our online services or opened an email, allowing us to do things such as monitor the traffic patterns of users from one page within our website to another, understand whether a visitor has come to our website from an online advertisement displayed on a third-party site or in an email, and measure and improve the performance of our online services. In many instances, these technologies are reliant on cookies to function properly and so disabling or declining cookies will also disable their functioning.

II. Cookies Used with Our Online Services

Like most websites, we use certain cookies and similar technologies with our online services that allow us to collect various information that does not (on its own) identify any particular individual. This helps us identify visitors who return to our

online services, informs us of things such as how many users visited our online services, the services, web pages and features accessed, and whether there were any technical problems in loading pages or navigating through our online services. By collecting this information, we learn what parts of our online services are the most interesting or valuable to our users and members and can monitor overall interest in our products and services. It also lets us spot technical problems with our online services so we can address them right away and helps us upgrade our services and improve our offerings for our users and members.

The types of information typically collected through cookies and similar technologies include IP address (which is used to infer approximate location); Internet service provider; browser type and settings; device information (for example, type of device, operating system, device manufacturer); referring/exiting URL; request/response date and time; clickstream data; device ID or advertising ID; and your name, email address and password if you are logging into your account.

Below is a list of each category of cookies and similar technologies that we use and why we use each cookie.

A.   Essential (Necessary) Cookies

These cookies are essential to our online services in order for you to move around the services and use their features, such as your profile and purchases, member-only resources, and other secure areas of our online services. Without these cookies, certain features could not function. These cookies do not gather information about you that could be used for marketing purposes and do not remember where you have been on the internet. **This category of cookies cannot be disabled**. The table below provides more information about these cookies.

Cookie Name	Source	Expiry	Purpose
PHPSESSID	and8.dance	Session	Preserves user session state across page requests.

B.   Functionality and Performance Cookies

These cookies remember how you prefer to use our online service and enable us to improve the way the services work. Our online services may utilize first- and third-party cookies to provide enhanced features and remember user preferences, including identifying return users when visiting our services (for example, to remember your login credentials); keeping track of user preferences, interests, and past items viewed or utilized (for example, preferred language or past purchases); and providing social features that allow users to interact with social media services through our online services (for example, Facebook, YouTube, or Twitter, as further described below).

C.   Analytics (Statistics) Cookies

We utilize these first- and third-party cookies for analytics, product development, and market research purposes, including analyzing how users arrive at and engage with our online services; tracking and measuring the performance and effectiveness of our online services; optimizing the location of ads, website features, and other content on our online services; statistical reporting in connection with service activity; analyzing user preferences and behaviors and market characteristics and trends in order to develop and improve our products and online services; segmenting audiences to test features of our online services; and conducting research about our members, products, and online services. We cannot identify you personally through the use of these cookies, but third parties who provide these cookies may be able to.

We use Google Analytics cookies to collect information about how visitors use our online services. These cookies collect information in the aggregate to give us insight into how our online services are being used. We anonymize IP addresses in Google Analytics, and the anonymized data is transmitted to and stored by Google on servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. The following table has more information about these cookies.

For an overview of these Google Analytics cookies, please visit: *https://support.google.com/analytics/answer/6004245*.

You may install a Google Analytics Opt-out Browser Add-on by going here: *https://tools.google.com/dlpage/gaoptout*.

Cookie Name	Source	Expiry	Purpose
_ga	and8.dance	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_ga	silverbackopen.com	2 years	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gat	and8.dance	1 day	Used by Google Analytics to throttle request rate
_gat	silverbackopen.com	1 day	Used by Google Analytics to throttle request rate
_gid	and8.dance	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gid	silverbackopen.com	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
collect	google-analytics.com	Session	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
vuid	vimeo.com	2 years	Collects data on the user's visits to the website, such as which pages have been read.
yt-player-headers-readable	youtube.com	Presistent	Used to determine the optimal video quality based on the visitor's device and network settings.

D. Marketing Cookies

Marketing cookies can be used to deliver relevant advertisements to users both on and off our online services. We can analyze what pages and features you visit on our online services, what products or services you view, and whether you view or click on ads that are shown to you. We can also use a cookie to learn whether someone who saw an ad later visited and took an action on the advertiser's site. We use this information to send you interest-based ads and may also share this information with third parties. Similarly, our partners can use a cookie to determine whether we have shown an ad and how it performed or provide us with information about how you interact with ads. We may also work with a partner to show you an ad on or off our online services, such as after you have visited a partner's site or application.

Cookie Name	Source	Expiry	Purpose
GPS	youtube.com	1 day	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.
IDE	silverbackopen.com	1 year	Used by Google DoubleClick to register and report the websites user's actions after viewing or clicking one of the adverttiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
PREF	youtube.com	8 months	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.
test_cookie	doubleclick.net	1 day	Used to check if the user's browser supports cookies.
VISITOR_INFO1_LIVE	youtube.com	179 days	Tries to estimate the user's bandwidth on pages with integrated YouTube videos.
YSC	youtube.com	Session	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.

yt-remote-cast-installed	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video.
yt-remote-connected-devices	youtube.com	Presistent	Stores the user's video player preferences using embedded YouTube video.
yt-remote-device-id	youtube.com	Presistent	Stores the user's video player preferences using embedded YouTube video.
yt-remote-fast-check-period	youtube.com	Presistent	Stores the user's video player preferences using embedded YouTube video.
yt-remote-session-app	youtube.com	Presistent	Stores the user's video player preferences using embedded YouTube video.
yt-remote-session-name	youtube.com	Presistent	Stores the user's video player preferences using embedded YouTube video.

E. Third Party Cookies and Social Network Plugins

As a general rule, except for the limited functionality and analytics cookies described above, we do not permit any third parties (such as advertisers) to install cookies on our online services or engage in behavioral advertising. However, on some of our online services, you may encounter embedded content, such as YouTube videos, or you may be directed to other websites for such activities as surveys, or to make payment in currency other than U.S. dollars. These websites and embedded content may use their own cookies. We do not have control over the placement of cookies by other websites, even if you are directed to them from our online services.

Our online services may use social plugins (for example, the Facebook "Like" button or "Share to Twitter" button) to enable you to easily share information with others. When you visit our online services, the operator of the social plugin may be able to place a cookie on your browser or device, enabling that operator to recognize users who have previously visited our service. If you have previously logged into the associated social media website (for example, Facebook or Twitter) before visiting our online services, the social plugin allows that social media website to receive information about your visit to particular pages on our online services. The social plugin may collect this information for any such users who have logged into social networks, whether or not they specifically interact with the plugin on our online services (for example, by clicking "Like" or "Share"). The social plugin may also allow the social media website to share information about your activities on our online services with other users of their social media website. For further details about the information shared via a particular social media plugin, you should refer to that social media site's privacy policies and terms of use.

Cookie Name	Source	Expiry	Purpose
player	vimeo.com	1 year	Saves the user's preferences when playing embedded videos from Vimeo.
sync_active	vimeo.com	Persistent	Contains data on visitor's video-content preferences - This allows the website to remember parameters such as preferred volume or video quality. The service is provided by Vimeo.com.

F. Flash Cookies

We may use Adobe Flash Player to deliver special content, such as video clips or animation. Flash cookies are stored on your device, but they are managed through an interface that is different from the one provided by your web browser. This means that it is not possible to manage Flash cookies at the browser level in the same way you would manage other types of cookies. To disable Flash cookies, please see the instructions below.

G. Geolocation Information

Depending on the online services and your computer or device permissions, we may collect information about your device's approximate (*for example*, country or zip code) or precise location. Various technologies may be used to collect this location information, such as IP address, GPS, and other sensors that may provide information on nearby devices, Wi-Fi access points, and cell towers. We will only collect your computer's or device's precise location with your consent. In addition, some photos or other content you place within the online services (such as your profile picture or competition videos) may contain recorded location information. Location information is used to measure and improve the performance of our online services and to optimize your experience.

III. How to Manage and Disable Cookies

You can manage and change your cookie preferences or delete cookies entirely as discussed below.

A. Browser Settings

Browser settings allow you to choose whether or not to accept cookies or limit certain cookies. Most browsers also provide functionality that lets you review and erase cookies. To disable cookies through your browser, follow the instructions usually located within the "Help," "Tools" or "Edit" menus in your browser. If you need additional assistance, information on how to manage a disable cookies on commonly used bowsers is available in this guide. If you use our online services without changing your browser settings, we will assume that you are ok to receive all cookies on the online services. Please be aware that if cookies are disabled, not all features of our online services may operate as intended. Also, please note that disabling a cookie or category of cookies does not delete the cookie from your browser unless manually completed through your browser function.

B. Cookies Used for Personalized Advertising

If you would prefer that we not collect information that may be used to help determine which advertisements to serve you, opt out by clicking this icon, which can be found on most of our online services.

You may also opt out or change your behavioral advertising cookie preferences by visiting the opt-out page for the *Digital Advertising Alliance* (U.S. residents and those not in the EU or Canada), the *European Interactive Digital Advertising Alliance* (European residents), or the *Digital Advertising Alliance of Canada* (Canadian residents).

C. Flash Cookies

Flash cookies cannot be changed by browser settings. If you do not want Flash cookies stored on your computer, you can adjust the settings of your Flash player to block Flash cookies storage using the tools contained in the *Website Storage Settings Panel*.   You can also control Flash Cookies by going to the *Global Storage Settings Panel* and following the instructions (which may include instructions that explain, for example, how to delete existing Flash cookies, how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash cookies that are not being delivered by the operator of the page you are on at the time). Please note that setting the Flash Player to restrict or limit acceptance of Flash cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content.

D. Mobile Devices

Your mobile operating system may let you opt out from having your information collected or used for interest-based advertising on mobile devices. You should refer to the instructions provided by your mobile device's manufacturer, but this functionality is usually available in the "Settings" section of your device.

IV. Do Not Track (DNT)

Certain web browsers may allow you to enable a "do not track" option that sends signals to the websites you visit indicating that you do not want your online activities tracked. This is different from blocking cookies as browsers with the "do not track" option selected may still accept cookies. Right now, there is no industry standard for how companies should

respond to "do not track" signals, although one may be adopted in the future. We do not respond to "do not track" signals at this time. If we do so in the future, we will modify this Cookie Notice accordingly. More information about "do not track" is available at *www.allaboutdnt.com*.

V. Cookie Notice Changes

We may update this Cookie Notice from time to time. Any changes will be posted on this page with an updated revision date. If we make any material changes, we will provide notice through the online service or by other means.

VI. Contact Us

If you have any questions, comments, complaints, or requests about this notice or our use of cookies or other technologies, please contact our Data Protection Officer (DPO), **MONIKA BRIGGS**, using the contact information below.

E-mail:	*mbriggs@grahampartners.net*
Phone (*toll-free*):	[+1 800-###-####]
Postal mail:	**SGB Events, LLC** Attn: Monika Briggs, Data Protection Officer 3811 W Chester Pk Bldg 2, Ste 200 Newtown Square, NY 19073 United States

Cookie Banner

This website uses cookies (including third-party cookies) to understand how you interact with our services, to improve your experience, and to allow you to use certain third-party features available through our online services (such as content sharing via social networks or engaging with third-party ads and videos). If you continue to browse this website, you accept the use of cookies as summarized above and further described in our Cookie Notice.

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