

Shadelands SportsMall — Privacy Policy

Last Updated: January 2025

Shadelands SportsMall (“Shadelands SportsMall,” “we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and safeguard personal information when you visit **shadelandssportsmall.com** or interact with any online services linked to this Policy (collectively, the “Website”).

By using the Website, you agree to this Privacy Policy.

1. Information We Collect

We collect personal information in two ways:

- (1) information you voluntarily provide, and
 - (2) information we collect automatically when you interact with the Website.
-

A. Information You Provide

When you contact us—such as through inquiry forms, email links, tenant interest submissions, event requests, or facility questions—you may voluntarily provide:

- Name
- Email address
- Phone number (optional)
- Organization name (optional)
- Tenant/business inquiry details
- Event hosting questions or general messages

This information is used **solely to respond to your inquiry or request**.

We **do not** use this information for advertising, retargeting, or selling to third parties.

B. Information Automatically Collected

We collect standard technical and analytic data, including:

- IP address (anonymized or truncated where feasible)
- Browser type and device information
- Operating system
- Pages visited and time spent on the Website
- Referring website or search engine
- Click behavior and navigation patterns

This data is collected through first-party cookies and privacy-centric analytics tools.

We **do not** use:

- Cross-site tracking
- Advertising cookies
- Targeted ads
- Social media retargeting pixels

2. How We Use Personal Information

We use collected information to:

A. Provide & Improve Website Experience

- Respond to your messages or requests
- Communicate about tenant space, facility information, or events
- Improve Website functionality and performance
- Maintain Website security and reliability
- Analyze how visitors interact with the Website

B. Ensure Security & Legal Compliance

- Detect and prevent fraud, abuse, or unauthorized activity
- Comply with legal obligations and regulatory requirements
- Maintain operational logs and access controls

We **do not** use personal information for advertising, profiling, or automated decision-making.

3. How We Share Information

We share information only in limited, responsible ways:

A. Service Providers

We may provide data to third-party partners who help us operate the Website, such as:

- Hosting providers
- Security and performance vendors
- Basic analytics services
- Email and form-submission tools

They may only use your information to perform their services and are **contractually prohibited** from selling or using it for advertising or marketing.

B. Legal Requirements

We may disclose information when required to:

- Comply with applicable laws and regulatory obligations
 - Respond to lawful governmental or law enforcement requests
 - Protect rights, safety, property, or the public
-

C. Business Transfers

If Shadelands SportsMall undergoes a merger, acquisition, restructuring, or asset transfer, personal information may be shared under confidentiality protections.

We **never** sell personal information.

4. Cookies & Tracking Technologies

The Website uses **minimal, privacy-focused cookies**, such as:

- Functional cookies (required for site operation)
- Security cookies
- Basic analytics cookies

We **do not** use cookies for advertising or behavioral tracking.

You may disable cookies via your browser settings, though some features may be affected.

5. Data Retention

We retain personal information only as long as necessary to:

- Respond to inquiries
- Support operations
- Meet legal or regulatory obligations

When the information is no longer needed, it is securely deleted or anonymized.

6. Your Rights Under California & U.S. Privacy Laws

If you are a California resident, you have rights under the **California Consumer Privacy Act (CCPA)** as amended by the **California Privacy Rights Act (CPRA)**, including:

Right to Know

Learn what categories of information we collect, use, disclose, and why.

Right to Delete

Request deletion of personal information we have collected, subject to certain exceptions.

Right to Correct

Request correction of inaccurate personal information.

Right to Opt Out of Sale/Sharing

We do **not** sell or share personal information for cross-context behavioral advertising.

Right to Limit Use of Sensitive Personal Information

We do not collect or use sensitive personal information.

Right to Non-Discrimination

You will not be treated differently for exercising privacy rights.

How to Submit Privacy Requests

You can contact us at:

Shadelands SportsMall

Address: 150 North Wiget Lane, Suite 250, Walnut Creek, CA 94598

Phone: 925-933-4000

Email: info@hallequitiesgroup.com

We may need to verify your identity before processing your request.
Authorized agents may submit requests with proof of permission.

7. Data Security

We use appropriate technical and administrative safeguards to protect personal information, including:

- Secure hosting environments
- Encryption where appropriate
- Access restrictions
- Monitoring for vulnerabilities
- Regular security reviews

However, no system is completely secure.
By using the Website, you acknowledge these inherent risks.

8. Children's Privacy

The Website is **not intended for children under 16**, and we do **not** knowingly collect personal information from minors.

If you believe a child has submitted personal information, please contact us and we will delete it promptly.

9. Third-Party Links

The Website may contain links to external websites or tenant business sites. We are **not responsible** for the privacy practices or content of third-party websites. We encourage reviewing third-party privacy policies before providing information.

10. Limitation of Liability

To the fullest extent permitted by law:

- Shadelands SportsMall is **not liable** for damages resulting from unauthorized access, data breaches, technical failures, or events beyond our reasonable control.
- Your use of the Website is at your own risk.

Nothing in this Policy limits rights guaranteed under California or U.S. law.

11. Updates to This Privacy Policy

We may update this Privacy Policy to reflect changes in:

- Laws or regulations
- Website functionality
- Business practices

Updates will be reflected by the “Last Updated” date at the top. Continued use of the Website constitutes acceptance of the updated Policy.

12. Contact Us

For questions about this Privacy Policy or our data practices, contact:

Shadelands SportsMall

Address: 150 North Wiget Lane, Suite 250, Walnut Creek, CA 94598

Phone: 925-933-4000

Email: info@hallequitiesgroup.com