

Privacy and Security Policy

General Privacy Notice

The American Family Insurance Championship and Steve Stricker American Family Insurance Foundation recognize the importance of our customers' trust. Keeping personal information confidential is a top priority for all Foundation and Championship employees. This notice, which is required by state and federal law, explains our privacy policies.

1. We safeguard, according to strict standards of security and confidentiality, nonpublic, personal information shared with us. "Nonpublic, personal information" includes your name, address and credit information. We maintain safeguards, physical and electronic, to protect this information. We conduct our business in a manner that keeps personal customer information secure.

2. We limit the collection and use of customer information to the minimum we require to deliver superior service and to administer our business. We collect personal information about customers from the following sources:

- From your transactions with us, our affiliates or others;
- From consumer reporting agencies; and
- From your transactions with our ticketing agencies.

3. It is our policy that only authorized American Family Insurance Championship or Steve Stricker American Family Insurance Foundation employees who need to know your personal information will access and use it.

4. It is our policy not to share personal information on current and former customers and partners unless the disclosure has been authorized by the customer or is permitted or required by law.

5. Whenever we retain other organizations to provide support services on behalf of the American Family Insurance Championship, we require them to protect customers' personal information.

6. If you have concerns or to update your personal information, please contact StrickerAmFamFoundation@amfam.com.

7. We also use the services of reputable third parties to provide us with data collection, reporting, ad response measurement, and site analytics, as well as to assist with delivery of relevant marketing messages and advertisements. These third parties may view, edit or set their own cookies or place web beacons. The use of these technologies by these third parties is subject to their own privacy policies and is not covered by this privacy policy.

8. When necessary, we review and revise our privacy policies to protect personal customer information.

