

# PRIVACY POLICY

## THE ULTIMATE RIDER

Effective Date: January 3, 2026

### 1. INTRODUCTION

The Ultimate Rider is committed to protecting your privacy. This Privacy Policy explains how information is collected, used, stored, and protected when you visit or interact with The Ultimate Rider website, submit an application, or otherwise engage with our services. By using this website, you agree to the terms of this Privacy Policy.

### 2. INFORMATION WE COLLECT

We may collect personal information including name, date of birth, email address, phone number, mailing address, emergency contact details, and parent or legal guardian information for applicants under 18. We may also collect application details, riding history, medical disclosures as required, submitted media, payment confirmation data processed through secure third-party providers, and technical data such as IP address, browser type, device information, and site usage data.

### 3. USE OF INFORMATION

Information collected may be used to process applications, schedule rider evaluation days, communicate with applicants, operate the competition, ensure eligibility and safety, process payments, improve website functionality, and comply with legal or contractual obligations.

### 4. MEDIA AND FILMING

Applicants and participants acknowledge that their name, likeness, image, voice, and performance may be recorded and used for television, streaming, promotional, or marketing purposes. Additional agreements govern media usage.

### 5. INFORMATION SHARING

We do not sell personal information. Information may be shared with production partners, service providers, legal or medical personnel as required, payment processors, or authorities when legally required.

### 6. DATA SECURITY

Reasonable administrative, technical, and physical safeguards are used to protect personal information. However, no system is completely secure and submission of information is at your

own risk.

## **7. DATA RETENTION**

Information is retained only as long as necessary for application processing, competition management, legal compliance, or legitimate business purposes.

## **8. COOKIES AND TRACKING**

The website may use cookies or similar technologies to enhance functionality and analyze usage. Users may disable cookies through browser settings, though some features may be affected.

## **9. MINORS**

Applicants must be at least 16 years of age. Applicants under 18 must provide verified parental or legal guardian consent. We do not knowingly collect information from children under 16.

## **10. USER RIGHTS**

Users may request access, correction, or deletion of personal information where permitted by law. Requests may be denied where retention is legally or contractually required.

## **11. THIRD-PARTY LINKS**

The website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites.

## **12. POLICY UPDATES**

This Privacy Policy may be updated at any time. Changes will be posted on the website with an updated effective date. Continued use of the site constitutes acceptance of the updated policy.

## **13. CONTACT INFORMATION**

For privacy-related questions or requests, contact The Ultimate Rider at [theultimateridertv@gmail.com](mailto:theultimateridertv@gmail.com) or visit [www.theultimaterider.com](http://www.theultimaterider.com).