

# Website Privacy Policy

Last modified: June 25, 2025

## **Introduction**

I-10 Race Promotions, Inc. d/b/a Lucas Oil Late Model Dirt Series ("**Company**") respects your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information that we (including via our related company Lucas Oil Products, Inc. and contracted Website developer and operator Cavaho, L.L.C. d/b/a MyRacePass) ("**We**" or "**Us**") may collect from you or that you may provide when you visit the website <https://www.lucasdirt.com/> (our "**Website**") and our collective practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by any of Us or any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising or third-party ticketing sites) that may be linked to or accessible from or through the Website; or
- Any Website other than the Website (which separate websites include, without limitation, <https://www.myracepass.com/> which is subject to its own separate privacy policy).

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is to refrain from use of the Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#)). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

## **Children Under the Age of 16**

Our Website is not intended for children under 16 years of age. No one under age 16 may provide any personal information to or on the Website. We do not knowingly collect Personal Information from children under 16. If you are under 16, do not use or provide any information on this Website or through any of its features, complete any form on the website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received Personal Information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at [privacy@lucasoil.com](mailto:privacy@lucasoil.com).

## **Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, email address, telephone number, and any other identifier by which you may be contacted online or offline ("**Personal Information**");
- That is about you but individually does not identify you, such as your IP address; and/or

- About your internet connection, the equipment you use to access our Website such as your web browser and operating system, and usage details such as web pages visited, time spent on web pages, and date and time of access.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through web analytics services, cookies, web beacons, pixels, server logs, plug-ins, and other tracking technologies.

## ***Information You Provide to Us***

The information we collect on or through the Website may include:

- Information that you provide by filling in forms on our Website, such as your name, email address and phone number. This includes information provided at the time of completing our contact form or subscribing to our newsletter. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.

## ***Information We Collect Through Automatic Data Collection Technologies***

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, web pages visited, time spent on each web page, date and time of access, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include Personal Information, or we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. For information about managing your privacy and security settings for cookies, see [Choices About How We Use and Disclose Your Information](#).
- **Web Beacons.** Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website

statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

- **Google Analytics.** We may use Google Analytics to collect and process information about your use of the Website. Google sets cookies on your browser or device, and then your web browser will automatically send information to Google. Google uses this information to provide us with reports that we use to better understand and measure how users interact with our Website. To learn more about how Google uses data, visit Google's Privacy Policy and Google's page on "How Google uses data when you use our partners' sites or apps." You may download the Google Analytics Opt-out Browser Add-on for each web browser you use. To learn more about Google Analytics cookies, visit Google Analytics Cookie Usage on Websites.
- **CALIFORNIA'S "DO-NOT-TRACK" OPTION.**

You may enable "Do Not Track" signals, and our website will responsively respect your preferences, refraining from collecting or tracking your online activities.

### **Third-Party Use of Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any Personal Information:

- To present our Website and its contents to you.
- To advertise, market, and provide our, and/or our advertisers, goods or services to you.
- To provide you with information or services that you request from us, including our newsletter.
- To fulfill any other purpose for which you provide it.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

For more information, see [Choices About How We Use and Disclose Your Information](#).

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your Personal Information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

### **Data Retention**

We will generally retain your Personal Information for as long as is necessary or useful to provide and improve the Services, or for a longer period as may be required or permitted by applicable law. We will also retain your PI as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Information

collected by Google Analytics will be retained in accordance with Google's data retention policies. We may retain anonymized, aggregated data indefinitely to improve our Website.

### **Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose Personal Information that we collect or you provide as described in this privacy policy:

- To our subsidiaries, affiliates, and companies with common ownership.
- To contractors, service providers, and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of any of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by any of us about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your Personal Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and any other agreements with you.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of any of us, our customers, or others.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the Personal Information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising**. You can set your browser to refuse some categories of browser cookies. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") on the NAI's website.

If you are a California resident, please see the California privacy rights notice located here for additional terms that may be applicable to you.

### **Accessing and Correcting Your Information**

You may also send us an email at [privacy@lucasoil.com](mailto:privacy@lucasoil.com) to request access to, correct, or delete any Personal Information that you have provided to us, provided that you supply us with sufficient proof of your identity and state of residence. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Residents of certain states may have additional Personal Information rights and choices. If you are a California resident, please see the California privacy rights notice located here for additional terms that may be applicable to you.

## **Your State Privacy Rights**

Certain U.S. state laws, such as the California Consumer Privacy Act (CCPA), may provide residents with rights to:

- Confirm whether we process their Personal Information.
- Access, correct, or delete their Personal Information.
- Request data portability.

We do not sell Personal Information, use it for targeted advertising, or engage in profiling that produces legal or significant effects. To exercise these rights, contact us at [privacy@lucasoil.com](mailto:privacy@lucasoil.com) with suitable proof of identity. We will respond as required by applicable law.

## **Notice for European Economic Area (EEA) Users**

This website is not intended for users in the European Economic Area (EEA). We do not intentionally collect or process personal data from EEA residents.

## **Data Security**

We use reasonable measures to protect your Personal Information from unauthorized access, use, or disclosure. However, no internet transmission is completely secure, and we cannot guarantee the security of your information. Any transmission is at your own risk.

## **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Website and this privacy policy to check for any changes.

## **Contact Information**

If you have any questions regarding this Policy, please contact us with your name and contact information via:

Company:	I-10 Race Productions, Inc. d/b/a Lucas Oil Late Model Dirt
Series	
Attention:	Privacy Team
Email Address:	<a href="mailto:privacy@lucasoil.com">privacy@lucasoil.com</a>
Postal Address:	3610 River Crossing Pkwy, Indianapolis, IN 46240