

California Privacy Rights Notice

Last Modified: July 16, 2025

This California Privacy Rights Notice supplements our Website Privacy Policy (“**Policy**”) located [here](#) and applies solely to residents in the State of California. If you are a California resident, you may have additional rights under the California Consumer Privacy Act, as amended, and its implementing regulations (the “**CCPA**”). For purposes of this California Privacy Rights Notice, when referring to “**Personal Information**” or “**PI**,” we are referring to how that term is defined under the CCPA. Any other terms used below and not otherwise defined have the meaning given to them under California law and regulation. Cookie(s), when defined in this California Privacy Rights Notice, has the definition listed in the Privacy Policy.

This Policy does not apply to Personal Information about job applicants or employees. For processing of PI of job applicants to I-10 Race Promotions, Inc. d/b/a Lucas Oil Late Model Dirt Series, please review the job applicant privacy policy linked to the job post. Employees should review the employee privacy policy in our Employee Handbook.

1. Categories of Personal Information We Collect

We (including via our related company Lucas Oil Products, Inc. and contracted Website developer and operator Cavaho, L.L.C. d/b/a MyRacePass) may collect, and we may have collected in the last twelve (12) months, the following categories of PI about you:

- a. Identifiers. Identifiers such as real name, email address, postal address, telephone number, and IP address.
- b. Consumer Information under Cal. Civ. Code 1798.80(e). Consisting of information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, name, address, telephone number, and email address.
- c. Commercial information. Including information about products or services considered or other website use histories or tendencies.
- d. Internet or other electronic information. Such as IP address, unique device identifier (e.g., MAC address), cookies, and data about usage of our Website, including web pages visited, time spent on web pages, and date and time of access. Note, however, we do not consider Device Data to be PI except where we link it to you as an individual or where applicable law requires.
- e. Geolocation data. We collect IP addresses from which we can determine your approximate location.
- f. Inferences. Inferences drawn from any of the information identified in this section to create a profile about a consumer reflecting the consumer’s preferences, such as interests in racing events.

2. Categories of Sources from Which Personal Information is Collected

We collect Personal Information directly from our consumers (e.g., when you fill out forms on our Website or subscribe to our newsletter), as well as through automated technologies such as cookies, web beacons, and Google Analytics. Please see the Information We Collect About You and How We Collect It section of our Policy for more information about the categories of sources from which we may collect PI.

3. Categories of Personal Information Disclosed for Business Purposes

The business or commercial purposes for collecting Personal Information are described in more detail in the How We Use Your Information section of the Policy. We may disclose, and we have disclosed in the past twelve (12) months, the following categories of PI for business purposes: (a) identifiers, (b) consumer information under Cal. Civ. Code 1798.80(e), (c) commercial information, (d) internet or other electronic information, (e) geolocation data, and (f) inferences. Please see the Disclosure of Your Information section of our Policy for additional details.

4. Sale and Sharing for Commercial Purposes

We do not sell PI for monetary compensation. However, we may share your Personal Information for non-monetary compensation by allowing certain third parties (such as advertisers, ad networks, or our Website developer and operator, Cavaho, L.L.C. d/b/a MyRacePass) to collect Personal Information via automated technologies (e.g., cookies, web beacons, retargeting pixels, or Google Analytics) on our Website for purposes such as cross-context behavioral advertising or marketing-related analytics. The retargeting pixels track your activity on our Website to serve you personalized advertisements on other websites or platforms you visit. This kind of sharing may be considered a “sale or sharing” under California law when the Personal Information is exchanged for non-monetary compensation. You have the right to opt out of these types of disclosures of your information.

The categories of Personal Information that we may “sell” or “share” as defined under California law include:

- Identifiers (e.g., name, email address, IP address)
- Internet or other electronic network activity information
- Geolocation data
- Inferences drawn from any of the above

We do not have any actual knowledge that we have sold or shared Personal Information of any consumer under the age of 16.

5. California Consumer Rights

California residents may make the following requests regarding their PI, subject to certain limitations, including exceptions permitted by applicable law and verification of your identity and authentication of your request:

- **Right to request disclosure of categories.** You have a right to request access to the following information: (a) the categories of PI we collected from you in the 12-month period prior to your request, (b) the categories of sources from which the PI was collected, (c) the business or commercial purpose for collecting your PI, (d) the categories of third parties with whom we disclosed your PI, and (e) the categories of PI we disclosed in the 12-month period prior to your request. You also have a right to access a list of categories of PI we sold or disclosed for a business purpose in the last 12 months, if any.
- **Right to request access.** You have a right to request that we disclose to you the specific pieces of PI that we have collected about you in the 12-month period prior to your request and receive a copy of your electronic Personal Information in a readily-usable format.
- **Right to correct inaccurate data.** You have a right to request the correction of PI we collected about you.
- **Right to deletion.** You have a right to request that we delete PI we collected from you. We will comply with such a request, and direct our service providers to do the same, subject to certain exceptions permitted by applicable law.
- **Right to Opt-Out of the Sale.** California residents may direct us not to sell or share their Personal Information at any time (this is your right to “opt-out”). You may submit your opt-out request by emailing privacy@lucasoil.com, or by postal mail: Legal Department, I-10 Race Promotions, Inc. d/b/a Lucas Oil Late Model Dirt Series, 3610 River Crossing Pkwy, Indianapolis, IN 46240. We will also treat Global Privacy Control browser signals as opt-out of sale/sharing requests. To opt out of collection of information by cookies, you can adjust your browser settings to disable cookies, except those that are “necessary” to the proper functioning of the Website.
- **Right to be Free From Discrimination.** You have the right to be free of discrimination if you elect to exercise any of the above rights. We will not discriminate against you by offering you different services based solely upon your exercise of the above rights.

6. To Exercise Your California Privacy Rights

You, or your authorized agent, may exercise these rights by emailing us at privacy@lucasoil.com. To verify your request, you must provide sufficient information to allow us to reasonably verify you are the person about whom we collected PI or that you are the authorized agent of such person. We may require additional information to verify and authenticate the request. You must describe your request with sufficient detail to allow us to properly understand, evaluate, and respond to your request.

We will respond to a request to opt-out of the sale or sharing of data within 15 business days. For all other requests, we will confirm receipt of your request within 10 business days, and we will try to respond to your request within 45 calendar days. If we require additional time to respond, we will inform you of the reason and may take an additional 45 calendar days to respond. Any disclosures we provide will only cover the 12-month period preceding our receipt of your request. We may charge a fee to process or respond to your request if it is excessive, repetitive, or manifestly unfounded.

7. Retention of Personal Information

We retain PI for as long as necessary to meet the purpose for which we collect it, such as providing our Website services or sending newsletters, and as otherwise needed to address tax, corporate, compliance, litigation, and other legal rights and obligations. 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 and services.

8. Notice of Financial Incentives

We may offer financial incentives as part of our business operations, such as contests, giveaways, promotions, or sweepstakes sponsored by us, to encourage you to share certain Personal Information with us. When you participate in one of our contests, giveaways, promotions, or sweepstakes, we collect Personal Information from you, such as identifiers (e.g., your name, email, phone number). In some cases, we may provide additional terms and conditions for a financial incentive, which will be provided to you when you sign up. We may disclose your Personal Information to third-party service providers (e.g., Cavaho, L.L.C. d/b/a MyRacePass) and partners involved in administering the financial incentive program and to our marketing and advertising partners for targeted advertising and other marketing activities.

You can opt into a financial incentive by following the participation instructions provided in the applicable promotional campaign or by contacting us at privacy@lucasoil.com. If you request that we delete any of your Personal Information that is essential to providing you with the financial incentive, we will not be able to provide you with the benefits of that program (e.g., if you ask us to delete your Personal Information, you may no longer be eligible to win the particular contest or sweepstakes). The value of your Personal Information is reasonably related to the value of the offer or promotion presented to you.

9. Contact Information

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

Full Name of Legal Entity: I-10 Race Promotions, Inc. d/b/a Lucas Oil Late Model Dirt Series

Attention: Privacy Team

Email Address: privacy@lucasoil.com

Postal Address: 3610 River Crossing Pkwy, Indianapolis, IN 46240