

AD AND COOKIE POLICY

OUR USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES AND ONLINE ADVERTISING

(Last updated September 7, 2022)

When you visit or interact with Topgolf Callaway Brands Corp. and our websites, mobile applications and other online features and services that link to this Ad and Cookie Policy (“Sites”), we and our service providers, including third party advertising and analytics companies, may use several common tracking tools that collect information, including personal information, about you and your use of the Sites, over time and across different websites.

TABLE OF CONTENTS

1. Tracking tools that we use
2. We use tracking tools for a variety of reasons
3. We engage in interest-based advertising
4. Third Parties Who Set Cookies and Other Tracking Technologies Through the Sites
5. You can control certain tracking tools
6. You can opt-out of online behavioral advertising

TRACKING TOOLS THAT WE USE

We use the following methods to automatically collect information from visitors to our Sites:

Cookies. Cookies are small data files that download onto your computer or other device when you visit the Site or otherwise access our online content on certain websites. Cookies may be used for many purposes. We use both session cookies (which are deleted when you close your browser) and persistent cookies (which remain on your computer after the browser has been closed).

To learn more,

visit <http://www.allaboutcookies.org/> or <http://www.youronlinechoices.eu/>.

Web Beacons. Small graphic images or other web programming code called web beacons (also known as “pixel tags,” “1x1 GIFs,” or “clear GIFs” may be included in our web pages and email messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or email can act as a web beacon. Web beacons and similar technologies may be used for a number of purposes, including, without limitation, to count visitors to the Sites, to monitor how users navigate the Sites, to count how many emails that were sent were actually opened or to count how many particular links were actually viewed.

Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Sites, such as the links you click on. The code is temporarily downloaded onto your device from our server or a third-party service provider, is only active while you are connected to one of the Sites, and is deactivated or deleted thereafter.

WE USE TRACKING TECHNOLOGIES FOR A VARIETY OF REASONS.

We may use the information collected automatically through the Sites in order to:

- track visitors to our websites;
- recognize past visitors and customers and remember preferences;
- store your password if you are registered on our site;
- integrate with third party social media websites;
- serve you with advertising content in which we think you will be interested (see below for more information);
- understand the effectiveness of our advertisements and conduct research regarding the usefulness of certain advertisements to you;
- prevent you from seeing the same advertisements too many times;
- combine information we have collected about you from multiple sources;
- better understand our audience, our customers, our website visitors, and their respective interests.

WE ENGAGE IN INTEREST-BASED ADVERTISING.

We and our partners display interest-based advertising using information gathered about you over time across multiple websites or other platforms (including websites and apps). Third parties, including advertising and analytics companies, set their own cookies and similar tracking technologies on the Sites. We and third parties might link information automatically through cookies and other tracking technologies to your name or email address or other information, including past purchases made offline or online.

Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your browsing habits or online activities. These ads might be served on third-party websites or on apps. They might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products.

THIRD PARTIES WHO SET COOKIES AND OTHER TRACKING TECHNOLOGIES THROUGH THE SITES.

The third parties who may use tracking technologies on the Sites include:

- **Adobe:** We use cookies from Adobe to collect information about how visitors use our site.
- **Akamai:** We use Akamai to secure the site from bots and optimize site performance.
- **Business Wire:** We use Business Wire to improve website performance.
- **Cision:** We use Cision for online advertising purposes.
- **Euroland:** We use Euroland to distinguish users and sessions.
- **Google Analytics:** Google Analytics uses cookies and similar technologies to collect and analyze information about the use of the Sites and report on activities and trends. For example, it collects details of the site where the visitor has come from and the total number of times a visitor has been to our website. Google Analytics may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going to google.com/policies/privacy/partners, and opt out of them by downloading the Google Analytics opt-out browser add-on, available at tools.google.com/dlpage/get-out.
- **IHS Markit:** IHS Markit cookies enable the dynamic stock chart and user login to our site.
- **OneTrust:** We use OneTrust to manage cookie consent for website visitors. This allows users to opt out of third-party cookies.

YOU CAN CONTROL CERTAIN TRACKING TOOLS

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To find out more about how to enable, disable, or delete cookies from your web browser, please visit <http://www.allaboutcookies.org/>. To control flash cookies, which we may use on certain websites from time to time, you can go http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html. Why? Because flash cookies cannot be controlled through your browser settings.

Our Do Not Track Policy: Some browsers have "Do Not Track" features that allow you to tell a website not to track you. There is no standard definition or application of "Do Not Track" at this time. Topgolf Callaway Brands Corp. uses commercially reasonable efforts to detect and process "Do Not Track" signals, but may not respond to "Do Not Track" signals except as specifically required by law. To find out more about "Do Not Track," please visit www.allaboutdnt.com.

If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

Certain options you select are browser and device specific.

For information on opting out from certain third-party uses of your information for online advertising purposes please see the section below.

YOU CAN OPT-OUT OF ONLINE BEHAVIORAL ADVERTISING.

While we may use a variety of service providers to perform advertising and analytics services, some of these companies are members of the Network Advertising Initiative (“NAI”) or the Digital Advertising Alliance (“DAA”) Self-Regulatory Program for Online Behavioral Advertising, which provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. You can visit http://www.networkadvertising.org/managing/opt_out.asp, which provides information about targeting advertising and the “opt-out” procedures of NAI members. You may also visit <http://optout.aboutads.info>, which provides information about targeted advertising and offers an “opt-out” by participating companies in the DAA Self-Regulatory Program. You may also learn more and make choices about interest-based advertisements from participating third parties in jurisdictions outside of the United States at the Canadian DAA choice page at <http://youradchoices.ca/choices> and the European DAA online choice page at <http://youronlinechoices.eu/> and the Australian DAA online choices page at <https://www.youronlinechoices.com.au>.

For mobile apps, you may be able to limit certain advertising practices using the settings on your phone, tablet, or other mobile device. Also, on most mobile devices, you can install the DAA’s AppChoices app to make choices about cross-app interest-based advertisements from participating parties. You may review additional information on opting out of mobile devices at <http://www.networkadvertising.org/mobile-choice/>. If you are a California resident, please see our “[California Privacy Notice](#)” regarding additional rights you may have.

Please note that opting out through these mechanisms does not opt you out of being served advertising. You will continue to receive generic ads while online.