

BDE MISS USA, LLC dba Miss USA

Fan Voting Contest Platform

PRIVACY POLICY

Effective Date: Apr 11, 2026

1. Introduction

BDE MISS USA, LLC, a Delaware limited liability company doing business as Miss USA (the "Operator," "we," "us," or "our"), respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy describes the types of information we collect from users of our fan voting contest platform located at contests.missusa.com (the "Platform"), how we use and share that information, and the choices available to you.

Please read this Privacy Policy carefully. By accessing or using the Platform, you acknowledge that you have read and agree to this Privacy Policy. If you do not agree to this Privacy Policy, do not access or use the Platform.

This Privacy Policy is incorporated by reference into the Miss USA Terms of Use and the applicable Official Contest Rules. Capitalized terms not defined in this Privacy Policy have the meanings given to them in the Terms of Use.

2. Scope

This Privacy Policy applies to personal information collected through the Platform, including through any optional Account registration, vote purchases, and Contestant profile submissions. It does not apply to information collected offline, through other Miss USA websites or services, or by any third party that may be linked to or accessible from the Platform.

The Platform is intended for users who are 18 years of age or older. We do not knowingly collect personal information from anyone under the age of 18. If we become aware that we have collected personal information from a person under 18, we will promptly delete that information. If you believe we may have information from or about a person under 18, please contact us at marketing@missusa.com.

3. Information We Collect

(a) Information Provided by Fans and Voters

When you use the Platform as a fan or voter, we may collect the following categories of personal information that you voluntarily provide:

- Contact and identity information, such as your name and email address, if you create an optional Account.
- Account credentials, such as username and password, if you register for an Account.

- Voting activity, including the Competitors you vote for, the number of votes purchased, and the dates and times of your votes.
- Communications you send to us, such as support inquiries or feedback.

Payment information submitted in connection with vote purchases is collected and processed directly by our third-party payment processor. We do not store your full payment card number, CVV, or other sensitive payment credentials on our systems. Please see Section 7 (Payment Information) for more detail.

(b) Information Provided by Contestants

When you use the Platform as a Contestant, we collect the following categories of personal information in addition to any fan-side information above:

- Contact and identity information, such as your full name, email address, and telephone number.
- Biographical information provided as part of your contest entry, including any information submitted on the official entry form.
- Profile photographs (the "Submitted Photograph") and any additional photographs or media you voluntarily upload to the Platform.
- Communications with the Operator related to your participation in the Competition.

By submitting Contestant Content to the Platform, you represent and warrant that you own or control all rights to the information and materials you submit, and that we may use them as described in this Privacy Policy and the applicable Contest Rules.

(c) Information Collected Automatically

When you access or use the Platform, we and our service providers may automatically collect certain information about your device and usage, including:

- Your IP address, browser type, operating system, and device identifiers.
- Details of your interactions with the Platform, including pages visited, links clicked, and time spent on the Platform.
- Referral URLs indicating how you arrived at the Platform.
- General geographic location inferred from your IP address (such as city or state).

This automatically collected information may be combined with personal information you provide to us directly. We use this information to operate, maintain, and improve the Platform, to analyze usage trends, and to detect fraud and security issues.

4. How We Use Your Information

We use the personal information we collect for the following purposes:

- To operate the Platform, process vote purchases, and administer the Competition in accordance with the applicable Contest Rules.
- To create and manage optional Accounts and authenticate users.
- To verify eligibility and conduct fraud prevention and vote validation.
- To display Contestant profiles and Contestant Content on the Platform for fan viewing and voting.
- To communicate with you about your Account, vote purchases, or the Competition, including advancement notifications and winner announcements.
- To use Contestant names, photographs, likenesses, and biographical information for advertising, promotional, and publicity purposes related to the Competition and the Miss USA brand, as more fully described in the applicable Contest Rules.
- To respond to your inquiries and provide customer support.
- To analyze Platform usage and improve our services.
- To detect, investigate, and prevent fraudulent, unauthorized, or prohibited activity.
- To comply with applicable laws, regulations, and legal process.
- For any other purpose disclosed to you at the time of collection or with your consent.

5. How We Share Your Information

We do not sell your personal information. We may share your personal information in the following circumstances:

Service Providers

We share personal information with third-party vendors and service providers that perform services on our behalf, such as payment processing, data analytics, email communications, and hosting. These service providers are permitted to use your information only as necessary to provide services to us and are required to maintain appropriate confidentiality and security safeguards.

Competition Operations

In connection with the Competition, we may share Contestant information, including names, photographs, and biographical information, publicly on the Platform and in Miss USA and co-sponsor promotional materials, as described in the applicable Contest Rules and consistent with your contest entry agreement.

Legal Requirements

We may disclose personal information if we believe disclosure is required by applicable law, regulation, or legal process, or if we reasonably believe disclosure is necessary to protect the rights, property, or safety of the Operator, our users, or others.

Business Transfers

In the event of a merger, acquisition, reorganization, sale of assets, or bankruptcy, personal information we hold may be among the assets transferred. We will notify you of any such transfer and any changes to this Privacy Policy as required by applicable law.

With Your Consent

We may share your personal information for any other purpose with your prior consent.

6. Cookies and Tracking Technologies

The Platform uses cookies and similar technologies to support Platform functionality, remember your preferences, and analyze how the Platform is used. Cookies are small text files placed on your device when you visit the Platform.

The types of cookies we use include:

- Essential cookies, which are necessary for the Platform to function and cannot be disabled. These include cookies that maintain your session and support vote processing.
- Analytics cookies, which help us understand how visitors interact with the Platform. This information is used in aggregate form to improve the Platform.

Most browsers allow you to refuse or delete cookies through your browser settings. Disabling cookies may affect your ability to use certain features of the Platform, including Account functionality. Please consult your browser's documentation for instructions on managing cookie preferences.

7. Payment Information

All vote purchase transactions on the Platform are processed by third-party payment processors. When you make a purchase, your payment card information is submitted directly to our payment processor and is governed by that processor's privacy policy and security practices. We do not receive or store your full payment card number, expiration date, or security code. We may receive and retain transaction confirmation data, such as the date, amount, and last four digits of your payment method, for record-keeping and fraud prevention purposes.

8. Data Retention

We retain personal information for as long as necessary to fulfill the purposes for which it was collected, to administer the Competition, to comply with applicable legal obligations, and to resolve disputes and enforce our agreements. When personal information is no longer needed for these purposes, we will delete or anonymize it in accordance with our internal data retention practices.

If you request deletion of your Account, we will process that request in a reasonable timeframe. Please note that certain information may be retained as required by law or for legitimate business

purposes, and that information already incorporated into Competition records, winner announcements, or publicly posted materials may not be fully removable.

9. Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, use, alteration, and disclosure. However, no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee the absolute security of your information, and you provide personal information to us at your own risk.

If you have reason to believe that your Account has been compromised, please contact us immediately at marketing@missusa.com.

10. Third-Party Links and Services

The Platform may contain links to third-party websites, applications, or services. This Privacy Policy does not apply to any third-party website or service. We encourage you to review the privacy policies of any third-party services you access through the Platform. We are not responsible for the privacy practices of any third party.

11. California Privacy Rights

If you are a California resident, the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 (collectively, the "CCPA"), may provide you with additional rights regarding your personal information. Subject to verification of your identity and certain other limitations, California residents may have the following rights:

- **Right to Know:** You may request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources from which we collected it, the purposes for which we use it, and the categories of third parties with whom we share it.
- **Right to Delete:** You may request that we delete personal information we have collected from you, subject to certain exceptions permitted by law.
- **Right to Correct:** You may request that we correct inaccurate personal information we maintain about you.
- **Right to Opt Out of Sale or Sharing:** We do not sell your personal information or share it for cross-context behavioral advertising. If this practice changes, we will update this Privacy Policy and provide you with a mechanism to opt out.
- **Right to Limit Use of Sensitive Personal Information:** To the extent we process sensitive personal information as defined under the CCPA, you may have the right to limit certain uses of that information.

- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your rights under the CCPA.

To submit a rights request, please contact us at marketing@missusa.com or at the address listed in Section 14. We will respond to verifiable requests within the timeframes required by applicable law. We may need to verify your identity before processing your request.

12. Your Choices

You may update or correct the information in your Account at any time by logging in to your Account settings. If you wish to delete your Account, please contact us at marketing@missusa.com.

If you no longer wish to receive promotional emails from us, you may opt out by following the unsubscribe instructions included in those emails or by contacting us directly. Please note that even if you opt out of promotional communications, we may still send you transactional or administrative messages related to your Account or the Competition.

You may manage cookie preferences through your browser settings as described in Section 6.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes to how we collect, use, or share personal information, we will post the updated Privacy Policy on the Platform with a revised effective date and, where required by applicable law, notify you by email or through a prominent notice on the Platform. Your continued use of the Platform following any update constitutes your acceptance of the revised Privacy Policy.

14. Contact Information

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

BDE MISS USA, LLC dba Miss USA

Attn: Privacy

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