

# COTALAND PRIVACY POLICY

LAST UPDATED: AUGUST 17, 2026

Thank you for visiting a Site owned and operated by COTALAND or an App published by COTALAND (from which you have linked to this Privacy Policy). “**Sites**” refers to Internet web sites and “**Apps**” refers to apps for use on mobile communication devices such as smartphones and tablets. “**Platforms**” refers to Sites and Apps collectively that are owned and operated by COTA Yellow Brick Road LLC and its affiliates and subsidiaries (which we also refer to as “**COTALAND**,” “**we**,” “**us**,” or “**our**”).

This Privacy Policy explains the types of information we may collect from you or that you may provide when you visit or use the Platforms, as well as information provided to us or collected by us offline at our amusement park, events and physical properties, and when you otherwise communicate with us, including during sales and support calls, and our practices for collecting, using, maintaining, protecting, and disclosing that information. This Privacy Policy does not apply to information collected through any other means, including on any other Sites or Apps or through products and services operated by third parties.

**Please read this Privacy Policy carefully.** If any term in this Privacy Policy is unacceptable to you, please do not use our Platforms, visit any of our physical properties or attend our events, or provide us with any personal information. By accessing any of our Platforms where this Privacy Policy is posted or otherwise engaging with services that direct to this Privacy Policy, you acknowledge that you have read and understood this Privacy Policy.

Throughout this Privacy Policy, we refer to personal information, which refers to information that lets us know the specifics of who you are. It includes information that directly or indirectly identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked to, you as an individual or to your household, or as otherwise defined by applicable law (“**Personal Information**”).

We reserve the right to update this Privacy Policy from time to time by posting the updated Privacy Policy online. When we do, the “Last Updated” line above will be revised, indicating the effective date, and any additional notification will be provided in accordance with applicable law. Your access of the Platforms or use of other services after such change will be deemed acceptance of the new Privacy Policy.

## YOUR PRIVACY RIGHTS

The following sub-sections outline your privacy rights, which may vary depending on where you are located.

### Residents of the European Economic Area (“EEA”)/European Union (“EU”) and United Kingdom (“UK”)

When you access our Platforms, visit our physical properties, attend our events, or otherwise communicate with us, we function as a “data controller” under the General Data Protection Regulation (“**GDPR**”) and the UK General Data Protection Regulation (“**UK GDPR**”). In some cases, we will ask for your consent so that we may process your

Personal Information. In other circumstances, we may rely on a different lawful basis, as explained in the section, **“HOW WE MAY USE AND DISCLOSE YOUR INFORMATION”**.

- **Be Informed:** It's your right to be informed of how we process your Personal Information. We inform you through this Privacy Policy, through information provided to you through the Platforms, and by answering your questions about our Privacy Policy when you contact us.
- **Access:** It's your right to request access to the Personal Information that we process about you.
- **Rectification:** It's your right to request that we amend or update your Personal Information where it may be inaccurate or incomplete.
- **Erasure:** It's your right to request that we erase your Personal Information, under certain conditions.
- **Restriction:** It's your right to request that we restrict the processing of your Personal Information, under certain conditions.
- **Object:** It's your right to object to our processing of your Personal Information, under certain conditions.
- **Data Portability:** It's your right to request a machine-readable copy of your Personal Information, or that we transfer the Personal Information that we have collected to another organization, under certain conditions.
- **Not be Subject to Automated Decision-Making:** It's your right not to be subject to a decision based solely on autonomous decision-making (that is, a decision made without human involvement), including profiling, where the decision would have a legal effect on you or produce a similarly significant effect. Please note that we do not currently engage in any such practices.
- **Withdrawal of consent:** It's your right to withdraw your consent to us for our processing of your Personal Information, under certain conditions. The withdrawal of your consent does not affect the lawfulness of the processing based on your consent before such withdrawal.
- **Right to lodge a complaint:** Data subjects located in the EU/EEA or the UK have the right to lodge a complaint with the competent supervisory authority.

## Residents of California

When you access our Platforms, visit our physical properties, attend our events, or otherwise communicate with us, we function as a “business” under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (together, **“California Law”**). Subject to certain exceptions, California Law provides consumers with specific rights regarding their Personal Information, including the following:

- **Right to Know:** You have the right to request that we disclose the Personal Information we collected about you, including the categories of Personal Information, the categories of sources from which Personal Information is collected, the business or commercial purpose for collecting, selling, or sharing Personal Information, the categories of third parties to whom we disclose Personal Information, and the specific pieces of Personal Information we have collected about you.
- **Right to Delete:** You have the right to request that we delete any of your Personal Information we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our Service Providers to delete) your Personal Information from our records, unless an exception applies.
- **Right to Correct Inaccurate Personal Information:** You have the right to request that we correct any of your Personal Information we maintain about you that is inaccurate.

- **Right to Opt Out of Sales or Sharing of Personal Information:** We do not sell your Personal Information for monetary profit. However, we may engage in certain information disclosure activities that may be considered “sales” or “sharing” under California Law. If we sell your Personal Information to or share such information with third parties, you have the right to opt out of the sale or sharing of such information.
- **Right to Limit the Use and Disclosure of Sensitive Personal Information:** You have the right to limit how we use and disclose your sensitive Personal Information.
- **Right to Non-Discrimination:** We will not discriminate against you for choosing to exercise any of your rights. If you exercise certain rights, understand that you may be unable to use or access certain features of the Platforms or other COTALAND services and offerings.

In addition to your rights under California Law, California Civil Code Section 1798.83 permits California residents to request information regarding our disclosure, if any, of their Personal Information to third parties for their direct marketing purposes. If this applies, you may obtain the categories of Personal Information disclosed and the names and addresses of all third parties that received Personal Information for their direct marketing purposes during the immediately prior calendar year. To make such a request, please provide sufficient information for us to determine if this applies to you, attest to the fact that you are a California resident, and provide a current California address for our response.

## Residents of Other U.S. States

When you access our Platforms, visit our physical properties, attend our events, or otherwise communicate with us, we function as a “controller” under comprehensive state privacy laws. Subject to certain exceptions, if you are an eligible resident of a state in which there is a comprehensive privacy law in effect (including AL, CO, CT, DE, IN, IA, KY, LA, MD, MN, MT, NE, NH, NJ, OK, OR, RI, TN, TX, UT, VT, and VA), you have rights with respect to the Personal Information collected about you, including:

- **Right to Know or Access:** Confirm whether we process your Personal Information, access such information, and obtain a portable copy. State-specific rules (DE, MD, CT, MN, OR, VT) provide rights to lists of third parties to whom data was disclosed or sold.
- **Right to Delete:** Request deletion of Personal Information provided or obtained.
- **Right to Correct:** Request correction of inaccuracies in your Personal Information.
- **Right to Opt Out:** Opt out of processing for targeted advertising, sale of personal data, and profiling with legal/significant effects.
- **Right to Appeal:** Appeal our decision regarding a rights request.

**NOTICE TO LOUISIANA AND TEXAS CONSUMERS:** We may sell your sensitive personal data.

## Email Opt Out

We always allow individuals to opt out of a specific marketing newsletter or other email communication by clicking the “unsubscribe” button that appears in each such email, or by contacting us at [privacy@cotaland.com](mailto:privacy@cotaland.com). Please note that if you unsubscribe from receiving these newsletters/emails, we may still send you non-promotional emails, such as those about your account or our ongoing business relations.

## Exercising Your Rights and Identity Verification

If you would like to exercise any of the above-mentioned rights that apply to you, please contact us at [privacy@cotaland.com](mailto:privacy@cotaland.com), call us at **512-301-6600**, or submit a request via our interactive form on our website. We will respond within the time frame required under applicable law.

Please be aware that your exercise of these rights is subject to certain exceptions. We may require you to prove your identity to exercise certain rights (e.g., name, phone number, email address, date of last communication, or signed declaration).

## TYPES OF PERSONAL INFORMATION WE COLLECT

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In the preceding twelve (12) months, we have collected the following categories of Personal Information from various sources:

### Personal Information You Provide

- **Identifiers:** Name, postal address, telephone number, or email address.
- **Payment Information:** Name, last four digits of credit card number, expiration date, phone number, and billing address (processed and stored by a third-party Service Provider).
- **Precise Geolocation Information:** Collected from use of Apps in connection with visits to physical properties.
- **Visual Information:** Photos uploaded to Apps for identity verification.
- **Biometric Information:** In relation to facial recognition technology.
- **Commercial Information:** Purchase history.
- **Communications:** Chat messages and phone calls (may be monitored/recorded, including via AI technology).

### Information Collected at Events or Physical Properties

- **Identifiers:** Name, email address, driver's license.
- **Biometric Information:** Through facial recognition technology.
- **Visual and Audio Information:** CCTV footage deployed across physical properties and photos taken on rides or amusements.

### Information We Collect Automatically

- **Identifiers:** IP address and mobile device identifiers.
- **Internet or Network Activity:** Referring/exit URLs, browser info, OS, Usage Information collected via cookies, web beacons, and tracking pixels.
- **Geolocation Data:** City/zip code tied to IP address and cookies.

## THIRD-PARTY COOKIES AND TRACKING

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We and our Service Providers collect Usage Information via cookies, web beacons, and tracking technologies to administer Platforms, deliver tailored content, analyze aggregate trends, and support marketing efforts. We recognize the Global Privacy Control (GPC) opt-out preference signal.

## HOW WE MAY USE AND DISCLOSE YOUR INFORMATION

The table below summarizes the business/commercial purposes for collecting and using Personal Information and legal bases under GDPR/UK GDPR:

| Purpose                                                                                                                            | Legal Basis (Where Applicable)                                   |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| To administer and provide Platforms, events, properties, support, security, and monitor/improve performance and user experience.   | <b>Legitimate Interest</b> (conducting & developing business)    |
| To perform contractual obligations, send receipts, account notifications, administrative messages, and event/order communications. | <b>Performance of Contract</b>                                   |
| To transfer Personal Information during reorganization, merger, sale, assignment, bankruptcy, or asset transfer.                   | <b>Legitimate Interest</b> (reorganizing business)               |
| To operate our organization, sharing with subsidiaries, affiliates, advisors, and Service Providers.                               | <b>Legitimate Interest</b> (business operations)                 |
| To resolve disputes, prevent/investigate fraud, and defend legal rights and interests.                                             | <b>Legitimate Interest</b> (establishing/defending legal claims) |
| To comply with legal obligations, court orders, regulatory inquiries, or law enforcement requests.                                 | <b>Legal Obligation</b>                                          |
| To maintain safety, security, and integrity of Platforms, events, physical properties, databases, and IT assets.                   | <b>Legitimate Interest</b> (security & system administration)    |
| To deliver requested communications and enable participation in special programs/events.                                           | <b>Consent</b>                                                   |
| To send marketing communications, promotional offers, and targeted advertising.                                                    | <b>Consent</b>                                                   |
| To create user profiles for tailored marketing materials.                                                                          | <b>Consent</b>                                                   |

*Note: We do not collect, use, or sell Personal Information for the purpose of training large language models.*

### Disclosures to Third Parties

We disclose Personal Information to: Service Providers (data hosts, messaging vendors, payment processors, AI call recording vendors), business partners (promoters, sponsors), professional advisors (lawyers, auditors), law enforcement/legal authorities when required, corporate transaction entities, and affiliated entities.

## TEXT / SMS COMMUNICATIONS & PUSH NOTIFICATIONS

If you consent, we send marketing/non-marketing SMS messages. **We do not share SMS consent or mobile phone numbers with third parties for their marketing purposes.** You can opt out by texting **STOP** or request assistance by texting **HELP**. Mobile push notifications can be deactivated in device settings.

## STORAGE, SECURITY, & RETENTION

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Information is stored on servers in the United States. Cross-border transfers adhere to standard contractual clauses and legal safeguards. We implement reasonable technical/organizational measures to protect data and retain Personal Information for as long as needed for legitimate business or legal purposes.

## COOKIE NOTICE & SPECIFIC COOKIES

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We use Necessary, Functional, Analytics, and Marketing cookies. You can manage preferences using our cookie banner or browser settings.

| Cookie Name             | Type      | Purpose                            | Duration |
|-------------------------|-----------|------------------------------------|----------|
| __cf_bm                 | Necessary | Cloudflare Bot Management support. | 1 hour   |
| wpEmojiSettingsSupports | Necessary | WordPress emoji rendering check.   | Session  |

## HOW TO CONTACT US

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If you have questions, comments, or privacy rights requests regarding this Privacy Policy, please contact COTALAND at:

**COTALAND / COTA Yellow Brick Road LLC**

Email: [privacy@cotaland.com](mailto:privacy@cotaland.com)

Phone: 512-301-6600

Website: <https://cotaland.com/>