

## **Texas Rangers' Data Governance, Compliance, and Ethics Policies**

As part of the Texas Rangers, we mainly use data surrounding our fans and consumers' experiences (including ticket and concession sales, stadium preferences, payment info, etc.), as well as data regarding our business operations (including employee and vendor information, and game time analytics that provide us with real-time feedback from consumers). This would include PII such as the names, credit card information, addresses, and e-mail addresses of the fans/consumers. This sensitive data must be managed carefully to prevent unauthorized access and breaches.

When it comes to regulations, if the Rangers have international fans (primarily European) we must consider the General Data Protection Regulation to protect fans' data and ensure they have consented to provide us with their information/data to use. If we have fans who live in California, we must be wary of the California Consumer Privacy Act. This act demands transparency surrounding collecting consumer data and how the data is being used by our company while ensuring a secure blanket around their data. To adhere to all regulations, our organization must maintain a high level of transparency with our consumers, and ensure that our consumers have consented to allow us to utilize their data while prioritizing security around their most sensitive information. We must implement appropriate privacy policies, regular compliance checks, and data retention rules (how long we hold onto our fan's data). Additionally, we must offer our fans the ability to opt in or out of sharing their data with us, granting them user control.

In the handling of data and enforcing privacy policies, the organization will face the challenge of managing multiple systems, as the data we collect is in different places due to different information being collected about various aspects of the company. For example, data about ticketing is kept in one platform, and information about our consumers is kept in a separate system. This can make it difficult to maintain consistency since we have several systems to manage. Another challenge is informing the fans about their data rights and the control they possess over their data, particularly in providing us with their consent to use the data they have given us. The majority of consumers are not aware that they can choose to opt in or out of our organization's data collection/utilization processes. Our company must standardize the utilization of various data governance tools and train employees regularly about our privacy and data

handling practices. The organization can attempt to increase consumer awareness by informing fans about their data rights using ticket purchases and email promotions.

To stay current with new and emerging data protection regulations, the Texas Rangers will focus on establishing a compliance team who monitors new state and federal data protection regulations. In addition, the organization will regularly monitor changes to current regulations, working closely with a data privacy-focused legal team to ensure compliance. Members of our compliance team can attend informative data privacy conferences/conventions surrounding our industry to ensure our company is compliant with current and new data protection practices. Through an increased sense of compliance and transparency for the organization, our fans/consumers will trust us more as we maintain the security of their sensitive information, and prioritize being up-to-date with the industry, adjusting our policies accordingly.