

## BCS Arena — Cookie Policy

*Arena US Inc. · Delaware Corporation File No. 10498395 · 1341 W Mockingbird Ln,  
Suite 600W, Dallas, TX 75247, USA · Version 2.0 · Last updated: 6 July 2026 ·  
Effective: 6 July 2026*

This Cookie Policy explains what cookies, SDKs, pixels and similar technologies we use on the BCS Arena websites and applications (the "Services"), why we use them, and how you can accept, refuse or withdraw your consent at any time. Read it together with our **Privacy Notice**. Where the law requires prior consent (EU/EEA, UK, Brazil, and other jurisdictions), we do not place non-essential cookies or SDKs on your device until you have given it. In the United States, we honour opt-out rights (including the Global Privacy Control) for the "sale" or "sharing" of personal information and for targeted advertising.

### 1. Who We Are and How to Reach Us

The Services are operated by **Arena US Inc.** ("BCS Arena", "we", "us", "our"), a Delaware corporation with its principal place of business at 1341 W Mockingbird Lane, Suite 600W, Dallas, Texas 75247, United States. For questions about this Cookie Policy or our use of cookies, contact us at [policy@bcsarena.io](mailto:policy@bcsarena.io) or by post at the address above, marked "Attn: Privacy Office".

For users in the EU/EEA, the United Kingdom, Brazil and South Africa, our data-protection representatives and the details of the supervisory authority with which you may lodge a complaint are set out in Section 1 and Section 8 of the **Privacy Notice**.

### 2. What Are Cookies and Similar Technologies?

"Cookies" are small text files placed on your device when you visit a website or use an app. In this Policy we use the word "cookies" to also cover similar technologies that read or write information on your device, namely: HTML5 local storage, IndexedDB, session storage, software development kits (SDKs) embedded in our mobile apps, pixel tags, web beacons, tracking URLs, server-side identifiers and device- or browser-fingerprinting signals.

Cookies may be **first-party** (set by us) or **third-party** (set by a service provider or partner whose technology we embed). They may be **session** cookies (deleted when you close your browser) or **persistent** cookies (which remain for a defined period or until you delete them).

**Device or browser fingerprinting** is a similar technology that can identify your device from its configuration. Because it can be used to track you, we treat fingerprinting used for **analytics or advertising** as a **consent-based** technology in the EU/EEA, UK, Brazil and other consent regimes, and place it only after you

consent. We use a narrowly-scoped fraud- and sweepstakes-integrity fingerprint under the strictly-necessary/legitimate-interests basis described in Section 4; that signal is minimised, is not used for advertising, and is subject to the safeguards in our Privacy Notice.

### 3. Your Choices and the Legal Basis We Rely On

#### 3.1 EU/EEA, UK, Brazil and other consent-based regimes

**Strictly necessary** cookies are placed on the basis that they are essential to provide a service you have requested; they do not require consent. **All other categories** (functional, analytics, advertising/attribution) are placed **only with your prior, freely-given, specific, informed and unambiguous consent**, collected through our cookie-consent banner. You can **accept all**, **reject all**, or make a **granular choice** by category, and you can **withdraw your consent at any time** — withdrawing consent is as easy as giving it (see Section 8). Rejecting non-essential cookies is as easy as accepting them, and refusal carries no detriment to your access to the core Services.

#### 3.2 United States

In the United States we place cookies on an **opt-out** basis, consistent with the California CCPA/CPRA and the comprehensive privacy laws of Colorado, Connecticut, Virginia, Texas, Oregon, Montana, Delaware, New Jersey, New Hampshire, Iowa, Minnesota, Indiana, Kentucky, Rhode Island, Maryland, Nebraska, Tennessee and Utah, as each comes into force. You may opt out of the "sale" or "sharing" of personal information and of **targeted (cross-context behavioural) advertising** at any time using the **"Do Not Sell or Share My Personal Information"** and **"Cookie Settings"** links in our website footer, or by enabling the **Global Privacy Control** (see Section 7). Where a US state grants opt-in rights for sensitive data or for known minors, we apply those rules.

### 4. Categories of Cookies We Use

We group cookies into the categories below. The consent-required column indicates whether your prior consent is required before the category is activated in consent-based regimes; in the United States these categories (other than strictly necessary) are subject to your opt-out.

Category	Purpose	Consent (EU/UK/BR)	US treatment
Strictly necessary	Authentication, session management, security, load balancing, fraud prevention, age-gate,	Not required (essential / exemption)	Always active; not subject to opt-out

	consent-state storage, accessibility.		
Functional	Remember preferences (language, theme, region), enable video playback, autosave draft Fan Content.	Required (opt-in)	Active unless you opt out
Analytics / performance	Understand usage, debug, A/B-test, measure performance and reliability.	Required (opt-in)	Active unless you opt out
Advertising / attribution	Measure campaign effectiveness, cap frequency, attribute conversions, build cross-context audiences for Brands.	Required (opt-in)	Opt-out of sale/share & targeted advertising; GPC honoured
Sweepstakes integrity	Detect duplicate entries, bots, VPN/proxy stacking and multi-accounting to protect the integrity of prize draws.	Strictly necessary for the draw; data minimised	Active; opting out disqualifies the entry

## 5. Detailed Cookie Inventory

The table below lists the principal cookies and similar technologies we use. The definitive, machine-readable and continuously-updated list — including every third-party vendor and its purpose — is available in the **Vendor List** inside the cookie-consent banner and in the **Cookie Settings** preference centre. Cookie names, providers and lifespans may change; we re-scan the Services regularly and update this inventory and the banner accordingly.

### 5.1 Strictly necessary

Cookie / key	Provider	Purpose	Type	Retention
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__Secure-session	BCS Arena (1st party)	Maintains your authenticated session	HTTP cookie	Session
csrf_token	BCS Arena (1st party)	Cross-site request forgery protection	HTTP cookie	Session
bcsa_consent	BCS Arena (1st party)	Stores your cookie choices and consent record	HTTP cookie / local storage	6 months
mfa_state	BCS Arena (1st party)	Two-factor authentication state	HTTP cookie	30 days
ab_shield	BCS Arena (1st party)	Anti-bot / rate-limiting signal	HTTP cookie	Session
lb_route	BCS Arena (1st party)	Load-balancer routing / availability	HTTP cookie	Session

## 5.2 Functional

Cookie / key	Provider	Purpose	Type	Retention
lang_pref	BCS Arena (1st party)	Remembers your language	HTTP cookie	12 months
ui_theme	BCS Arena (1st party)	Remembers theme / display settings	Local storage	12 months
draft_autosave	BCS Arena (1st party)	Autosaves draft Fan Content	Local storage	Until deleted
player_state	Video CDN provider	Remembers video-player settings	HTTP cookie	12 months

## 5.3 Analytics / performance

<b>Cookie / key</b>	<b>Provider</b>	<b>Purpose</b>	<b>Type</b>	<b>Retention</b>
_ga / _ga_*	Google Analytics 4 (where used)	Distinguishes users; usage measurement	HTTP cookie	13 months
mp_*	Mixpanel (where used)	Product analytics / event measurement	Local storage / cookie	13 months
bcsa_metrics	BCS Arena (self-hosted)	First-party usage & performance metrics	HTTP cookie	13 months

#### 5.4 Advertising / attribution

<b>Cookie / key</b>	<b>Provider</b>	<b>Purpose</b>	<b>Type</b>	<b>Retention</b>
_fbp	Meta (Facebook) Pixel	Ad measurement & audience building	HTTP cookie	Up to 13 months
_ttp	TikTok Pixel	Ad measurement & attribution	HTTP cookie	Up to 13 months
twclid / _tw*	X (Twitter) Pixel	Ad measurement & attribution	HTTP cookie	Up to 13 months
IDFA / AAID	Mobile OS (via SDK)	Advertising identifier (apps)	Device ID	Until reset by you

#### 6. Third-Party Cookies and International Transfers

Some cookies are set by third parties acting as our service providers (for example analytics, advertising, content-delivery and video-hosting providers). These third parties may receive your IP address, device identifiers and the pages you view, and may process that data in the United States, the European Union or elsewhere. Each

such provider is disclosed, with its purpose, in the **Vendor List** in the consent banner, which we update on each change. Where we transfer personal data internationally, we apply the safeguards described in Section 6 of the Privacy Notice (EU Standard Contractual Clauses with a transfer-impact assessment; the UK International Data Transfer Addendum; ANPD-approved mechanisms under the LGPD; POPIA Section 72 conditions).

## 7. How to Control Cookies

### 7.1 "Do Not Sell or Share" and the Global Privacy Control (US)

US residents may opt out of the "sale"/"sharing" of personal information and of targeted advertising by clicking "**Do Not Sell or Share My Personal Information**" in the footer, or by enabling the **Global Privacy Control (GPC)** in a supporting browser or extension. We treat a GPC signal as a valid opt-out of sale/sharing and of targeted advertising in every US state whose law requires it (including California, Colorado, Connecticut, Delaware, Maryland, Minnesota, Montana, New Hampshire, New Jersey, Oregon and Texas). We do not respond to the legacy "Do Not Track" (DNT) header, which never reached a common standard, but we do respond to GPC.

## 8. Consent Mechanics and Re-Consent

Before you make a choice, only strictly-necessary cookies are active, and advertising and analytics tags are held in a **default-denied** state (via Google Consent Mode v2 and equivalent controls). Your choice is applied the moment you save it. We ask you to renew your consent at least every **6 months**, and we will present a fresh consent request sooner if we (a) introduce a new purpose or a materially new vendor, (b) materially change how we use cookies, or (c) cannot locate a valid prior consent record for you. Each consent event is logged as described in Section 9.

## 9. Records of Consent

To demonstrate compliance, we keep a record of each consent and opt-out event, including a pseudonymous identifier, the choices made per category, the version of this Cookie Policy and of the banner in force, a timestamp, and the technical signal received (for example a GPC signal). We retain these records for the period required by applicable law and produce them on request from a competent authority.

## 10. What Happens if You Refuse?

You can use the core Services without any non-essential cookies. Refusing **functional** cookies may mean we cannot remember your language or autosave your drafts. Refusing **analytics** cookies removes you from our usage measurement but does not change the Services you receive. Refusing **advertising** cookies stops us from measuring the effectiveness of Brand campaigns on you and means any campaign

content you see will not be personalised. Opting out of **sweepstakes-integrity** processing means you cannot participate in prize draws, because we cannot verify the integrity of the entry.

## **11. Changes to This Cookie Policy**

We may update this Cookie Policy from time to time. **Material changes** (for example a new processing purpose or a new category of vendor) trigger a fresh consent prompt and take effect 30 days after we notify you; **non-material changes** (typographical corrections, regulatory clarifications) take effect immediately on posting. The "Last updated" date at the top of this Policy always reflects the current version, and we keep prior versions available on request.

## **12. Contact**

Questions about cookies or this Policy: **policy@bcsarena.io**. To exercise your privacy rights, or for details of our EU/UK/Brazil representatives and the relevant supervisory authorities, see the **Privacy Notice**.