

## Types of Companies Under Armour Shares With

A list of types of companies with whom we share data includes, but is not limited to:

**Under Armour, Inc. and its affiliates (including Under Armour Europe B.V. (The Netherlands); Endomondo ApS (Denmark); UA Global Sourcing Limited (Hong Kong)):** We share personal data within the Under Armour family of companies to provide our services and to better understand our business, analyze our operations, improve the Services, and to develop new products and Services to support fitness, wellness, and nutritional goals. In addition, we share personal data to provide consumers with information on the products and Services that we think are most relevant to them and to enable us to measure the success of our marketing activities.

**Marketing and Advertising Operations:** We share personal data with third parties for marketing and advertising e.g., Facebook, Inc. (United States) and Salesforce.com Inc. (United States); so they can assist Under Armour in promoting our goods and services on and off platform to current and future consumers through targeted advertisements.

**Third Party Advertisers and “Segments”:** For “segments” as described in our Privacy Policy, we use parties like Liveramp an Acxiom company (United States) to create de-identified segments for our advertising and third party advertising. As described in more detail in our Privacy Policy, how we use segments, including whether they are used on third party sites, will differ based on the jurisdiction in which you live.

**Customer Service:** These third party systems and solutions allow us to assist in answering consumer complaints and addressing consumer technical issues e.g., ZenDesk Inc. (United States), to capture consumer feedback on products e.g., Bazaarvoice Inc. (United States), etc.

**Promotions, Challenges, and Events:** Promotions, Challenges, and Events such as the UA HOVR launch are supported or co-hosted by other companies like Samsung Group (South Korea) to assist UA in creating the best experience possible for our consumers.

**Surveys and Consumer Insights:** We work with third parties to send surveys and meet with consumers face-to-face to discuss products and services as part of our mission for our products and services to make all athletes better.

**Analytics:** We use third party hosted solutions like Google Analytics- Google LLC (United States) to help UA evaluate and analyze product and consumer trends.

**Consulting Services:** We engage with consulting services to evaluate our processes, audit our systems, and assist in our overall operations.

**Payment for Goods and Services:** When you authorize payment through our eCommerce or Retail platforms, or through a third party such as ApplePay- Apple Inc. (United States) we facilitate information sharing to confirm payment.

**Shipment of Goods:** To deliver your goods we share data with shipping providers like FedEx Corp. (United States) to ensure fulfillment of your items.

**Customization and Personalization:** We work with third parties to create custom designs like our ICON shoes. We share the necessary data to create your custom design.

**Social Networks and Sharing:** We use widgets and tools from social networks, for example, widgets from Facebook Inc. (United States) and WeChat- Tencent (China), to enable sharing and other functions through social networks.