

## **PRIVACY POLICY**

USA Football, Inc., Heads Up Football LLC, USA Football Foundation, Inc. (collectively "USAFB" or "we"), provides its online services to you, the User, through its websites that include, but are not limited to, [www.usafootball.com](http://www.usafootball.com), [www.footballdevelopment.com](http://www.footballdevelopment.com), (all whether operated as a domain or subdomain), any and all social media we operate, and mobile applications where this Privacy Policy (the "Policy") appears (the websites and mobile applications herein after are collectively referred to as the "Site"). These services include, but are not limited to, online information regarding, and access to, USAFB's web network, applications for smart phones and/or tablets, online courses, online tools, manuals, and guides, downloadable programs, and online communities and message boards (the "Services"). USAFB reserves the right to alter this Policy at any time without notice to you. By using the Site, you represent and warrant that you have the right, authority and capacity to consent to this Policy in its entirety and you expressly agree to comply with and be bound by the Policy and USAFB's Terms of Service Agreement, as well as all applicable laws and regulations. IF YOU DO NOT AGREE WITH THE POLICY OR TERMS OF SERVICE AGREEMENT, YOU ARE NOT AUTHORIZED TO USE THE SITE.

### **GENERAL**

We are committed to protecting the privacy of information provided by users of our Site. We created this Policy with a fundamental respect for our users' right to privacy and to guide our relationships with our users. The Policy discloses the privacy practices for the Site. We urge you to frequently review the Policy. We will always apply the Policy under which your information was collected, unless we obtain your consent.

### **WHAT INFORMATION DO WE COLLECT?**

Personal Information: As a visitor to the Site, you may participate in Site activities without providing any personal information. However, to have access to some features of the Site you may be asked to provide certain personal identifiable information ("Personal Information") including, but not limited to:

- Full name
- Birth date
- City and state of residence
- Shipping and billing addresses
- Phone number
- Credit card number
- Email
- Football league, club or school affiliations
- Game types in which you participate
- Role within the game of football

Participation in these activities is voluntary, and you may choose not to disclose such information by not participating in the activity. By using the Site and providing us with your Personal Information, you consent to our use of such information as described in this Policy.

Anonymous Information: We (or our business partners) may also collect information that is anonymous, such as your IP number (a number used to identify your computer on the Internet) or the type of browser you are using ("Anonymous Information"), through the use of cookies or by other means. We hope that, by using Anonymous Information, we can update the Site to make it more useful to you and other users. We reserve the right to maintain, update, disclose or otherwise use Anonymous Information, without limitation, including use for industry reporting purposes.

### **HOW DO WE USE THE INFORMATION WE COLLECT?**

We may use your Personal Information for various purposes, including:

- to publicly recognize you as a USA Football certified coach on our Site by listing your name, city and state, your football organization, and your USAFB coaching certifications;
- to include you in our national participation database;
- to process your registration or orders;
- to administer your account;
- to administer and improve the Site and related services;

- to notify you of our or third-party products, services, promotional events or special offers that may be of interest to you;
- to enhance your online experience and content;
- to make information and opportunities available to you (including from third-parties);
- to provide Internet security;
- to contact you for distribution of prizes associated with contests and prizes; and
- to meet legal requirements

**Business Partners:** We may work with our business partners who may perform certain functions on our behalf, such as fulfilling orders, sending email messages, managing data, processing credit card payments or providing customer service. These business partners have access to your Personal Information only to the extent necessary to perform these specific functions and may not use it for any other purpose.

**Third-Parties:** When we offer co-branded, customized or sponsored products and services, or when we join with other parties to provide specific products or services, we may share your Personal Information to them. However, we do not share credit card information with such third-parties. These third-parties, including the NFL Parties, will use the information according to their own privacy policies, and we urge you to read those policies before providing us Personal Information. We may use third-party advertising companies to place ads on the Site and to place our ads on other websites. These companies may use Anonymous Information about your visits to this and other websites to provide advertisements on the Site and other sites about goods and services that may be of interest to you.

**Sale of Assets:** If we are involved in the sale of a substantial portion of its business assets, Anonymous or Personal Information may be among the transferred assets.

## **COOKIES AND WEB BEACONS**

The Site has features that automatically collect information from you to deliver content specific to your interests and to honor your preferences. This information assists us in creating sites that will serve the needs of our users. Similar to other websites, we use a technology called "cookies," a piece of data stored on your hard drive containing information about you. For registered members to the Site, cookies save you time by saving information such as your password and preferences. You might reject the cookies, however, doing so might limit your use of some areas of the Site. Additionally, we may note some of the pages that you visit on the Site through the use of pixel tags (also called clear gifs). The use of cookies and pixels enable us to track and target your interests to enhance the experience on the Site. Some of our publishers or sponsors may use cookies on the Site in announcements. However, we have no access to or control over these publishers' or sponsors' cookies; we urge you to read their privacy policies for information.

You will be notified if the Site desires to use your location and you will be required to opt-in to such use. All such information will be used in accordance with the terms hereof.

## **COMMUNICATIONS**

**To USAFB:** The Site may have features where you can submit information to us (such as our feedback forms or committee interest forms). Such submissions may be made public. Requests for service, support or information may be forwarded as needed to best respond to a specific request. We may retain e-mails and other information sent to us for our internal administrative purposes, and to help us to serve customers better. When you send an email or submit information to us through the Site, you are communicating with us electronically. You thereby consent to receive communications from us electronically. We will communicate with you by email or by posting notices on the Site. All agreements, notices, disclosures and other communications that we provide to you electronically shall satisfy any legal requirement that such communications be in writing.

**From USAFB:** In order to best serve you, we may send updates that contain important information about the Site and our services. For example, we send new users a welcoming message, and verify password and username for our password-protected sites. We may also communicate with you to provide requested services and for account-related issues via e-mail, phone or regular mail. We offer you the option to receive information about our organization, related products, services and special events. You can choose not to receive these communications, as set forth in our Permission section, below.

## **REVIEWING YOUR PERSONAL INFORMATION**

You may update their Personal Information (such as a change in address, email, or phone number) by logging into the user-only portion of the Site. Non-users may update their Personal Information by contacting Member Services by phone at 1-877-536-6822, or by e-mail [membership@usafootball.com](mailto:membership@usafootball.com). If you no longer desire our product(s)/service(s), you should also contact Member Services for the applicable product or service.

## **CONTESTS, SWEEPSTAKES AND PROMOTIONS**

Periodically, USAFB operates contests, sweepstakes, or promotions that may require entrants to register or submit personal information. All entry data submitted via any online entry form will be provided to us (and possibly the NFL Parties and/or a USAFB promotional partner). Participation in any of these contests, sweepstakes, or promotions is voluntary, and you will have the option of whether or not you disclose such information. We may use the information to notify and contact promotion prize recipients regarding prize delivery or other related purposes. It is also possible that we publicly share some of your personal information via the Site, if you are a finalist or win.

If a third-party advertiser or sponsor hosts a contest, sweepstakes, or promotion, we do not collect, nor do we control, the personal information collected from you. Before participating in any third-party contest, sweepstakes, or promotion we encourage you to read the advertiser's or sponsor's privacy statement and rules applicable to the contest or promotion.

## **PERMISSION**

You are given the opportunity to choose whether to receive information from USAFB, our sponsors or our publishers not directly related to the registered services. You also have the opportunity to choose whether to have Personal Information shared with third parties for marketing purposes. Instructions for how to exercise this choice are contained in e-mails sent by us, on our product web sites and in each of our publications. Should you wish to not have your information shared with USAFB approved third parties, please email USAFB at [membership@usafootball.com](mailto:membership@usafootball.com). Please note that we will endeavor to implement requests within a reasonable time, although for a time you may continue to receive mailings or communications transmitted based on information released prior to the implementation of the request. You will continue to receive information directly related to your registered services, so you always are kept informed.

## **PRIVACY OF CHILDREN**

We encourage parents and guardians to be aware of and participate in their children's online activities. We strictly adhere to the Children's Online Privacy Protection Act ("COPPA") and will not knowingly collect, use or disclose Personal Information from any child under the age of 13 in any manner that violates this law.

Parents and legal guardians have the following rights with regard to their child's personal information:

- We will not require a child under the age of 13 to disclose more information than is reasonably necessary to participate in the Site;
- Parents or guardians may review their child's personal information and direct us to delete the information and refuse to allow further collection or use of the child's information;
- Parents or guardians may agree to the collection and use of their child's information, but still direct us not to allow disclosure of that information to third parties.

If a parent or legal guardian desires to exercise these rights, please contact our General Counsel at (317)-614-7750.

## **SECURITY**

We use industry-standard encryption technologies when transferring and receiving your information. Additionally, we implement commercially reasonable security measures at our physical facilities to protect against loss or misuse of your information. We use Transport Layer Security (TLS) to encrypt your personal credit information, including your credit card number, before it travels over the Internet. Any unauthorized use of the Site may result in criminal and/or civil prosecution.

## **LINKS**

This Policy applies only to this Site. The Site may contain links to other third-party websites beyond our control. We are not responsible for the privacy practices or content of such websites, even if such websites are listed as affiliates or as those with whom we have partnered. We encourage you to be aware of this when you leave our Site and to

read the privacy statements of every website to which we link that collects Personal Information from you. Also, we are not responsible for the misuse of our name, products or services listed on other websites.

## **CALIFORNIA PRIVACY RIGHTS**

If you are a California resident, California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits any California resident who provides personal information to us during the creation of, or throughout the duration of, an established business relationship that is primarily for personal, family, or household purposes, to request and obtain from us once a year, free of charge, information about the Personal Data, if any, that we disclosed to third parties for direct marketing purposes in the preceding calendar year.

If you are a California resident and would like a copy of this notice, please send an e-mail to [abuse@usafootball.com](mailto:abuse@usafootball.com) or write to us at:

45 N. Pennsylvania St.  
Suite 700  
Indianapolis, IN 46204  
Attn: Legal Department  
[abuse@usafootball.com](mailto:abuse@usafootball.com)

Please note that as a 501(c)(3) organization registered with the State of California to solicit charitable contributions, not all information sharing by us is covered by the "Shine The Light" requirements, and only information on covered sharing and not otherwise exempt under Section (d) of the law will be included in our response. Under California law, businesses are only required to respond to a request once during any calendar year.

If you are a California resident under the age of 18, and a registered user of the Site, California Business and Professions Code Section 22581 permits you to request and obtain removal of content or information you have publicly posted. To make such a request, please send an email with a detailed description of the specific content or information to [abuse@usafootball.com](mailto:abuse@usafootball.com). Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and that there may be circumstances in which the law does not require or allow removal even if requested.

## **GDPR APPLICABILITY**

A privacy law is in effect in the European Union (EU) and the European Economic Area (EEA) called the General Data Protection Regulation or the GDPR. The GDPR expands privacy rights granted to individuals in the EU and the EEA. Even though we are headquartered in the United States and generally do not do business in the EU or the EEA, we are nonetheless implementing GDPR compliance across the Site in an effort to better serve our visitors.

The GDPR imposes certain requirements on "data controllers" and "data processors." A "data controller" is the individual or entity that determines the purposes for and the manner in which personal data is collected, used, and processed. We generally are the data controller of the personal information we collect. A "data processor" is a person or entity that processes personal information on behalf of a data controller. Data controllers and data processors are required, among other things, to enter into an agreement with one another to protect the personal information that the data processor obtains from the data controller. We will work with any vendors that process personal data of EU and EEA members on behalf of USA Football to implement such agreements.

EU residents have the following rights under the GDPR:

- the right to be informed about our collection and use of information;
- the right of access to the information we hold about you;
- the right to rectification if any information we hold about you is inaccurate or incomplete;
- the right to be forgotten, meaning the right to ask us to delete Personal Data we hold about you;
- the right to restrict the processing of your information;
- the right to obtain a copy of your information to re-use with another service or organization;
- the right to object to us using your information for particular purposes; and

- rights with respect to automated decision-making and profiling.

If you are an EU resident and wish to object to or raise a complaint on how we have handled your Personal Data, you may contact us at [abuse@usafootball.com](mailto:abuse@usafootball.com). You may also be able to have your Personal Data transferred by contacting us at the same address. In each case, we may require you to provide verification of your identity. You also have the right to make a complaint with the competent Information Commissioner in the EU. Please note that in certain circumstances, we may withhold access to, or refuse to delete portions of your information where we have the right to do so under applicable law.

Data protection is an on-going process. We continue to take steps to enhance data privacy and security for users of the Site and our Services, and we will continue to review our practices as additional guidance under the GDPR is issued by the relevant authorities.

## **HOW TO CONTACT US**

For questions or concerns regarding this privacy statement or the practices of the Site contact:

USA Football  
45 N Pennsylvania Street  
Suite 700  
Indianapolis, IN 46204  
Phone: (877)-536-6822  
Email: [membership@usafootball.com](mailto:membership@usafootball.com)

## **EFFECTIVE**

This Policy was last modified on April, 1,2020.