

# Privacy Policy & Disclosures:

## 1. Introduction:

NFL FLAG Football and Cheer, Inc. (“NFL Flag Football and Cheer”, “NFL SoCal”, “we”, “our” or “us”) hereby referred to, for the purpose of this policy as “NFL Flag Football and Cheer”. We operate the website available at [www.nflflagsocal.com](http://www.nflflagsocal.com) (the “NFL FLAG SoCal Website”) and [www.nflflagfootball&cheer.com](http://www.nflflagfootball&cheer.com).

The privacy of the League and all those associated to this league is important to this League. This privacy policy describes the types of information we may collect from you or that you may provide when you visit the NFL FLAG SoCal Website or the official NFL FLAG pages, posts or accounts on social media platforms (each, a “Social Media Presence”) and our practices for collecting, using, maintaining, protecting and disclosing that information. The NFL FLAG SoCal Website and each Social Media Presence may be referred to as a “Website”. This privacy policy applies to information we collect.

On the NFL FLAG SoCal Website;

- Through our Social Media Presences; In email, text and other electronic messages between you and the NFL FLAG SoCal Website or Social Media Presences; and
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this privacy policy.

This privacy policy does not apply to information collected:

- Offline; or
- By any third party, including through any application or content, including advertising that may link to or be accessible on or from a Website.

Please read this privacy policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Websites. By accessing or using a Website, you understand and agree to this privacy policy. This privacy policy may change from time to time. Your continued use of any Website after we make changes is deemed to be your acceptance of those changes, so please check this privacy policy periodically for updates.

## 2. Non-U.S. Users

The Websites are for a United States of America (“U.S.”) audience only and should not be accessed from outside the U.S. or by non-residents of the U.S.

## 3. Children under the Age of 13

Our Website is not intended for use by children under 13 years of age. No one under age 13 may provide any personal information to or on a Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on any Website or through any of its features, register on a Website, make any purchases through a Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [info@nflflagsocal.com](mailto:info@nflflagsocal.com). Personal information regarding children under 13 must be provided only by their parent or legal Guardian.

California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see the “Your California Privacy Rights” section below for more information.

## 4. Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you or others may be personally identified, such as name, birth date, postal address, city and state of residence, shipping and billing addresses, e-mail address, telephone number, credit card number, football league, club, school affiliations and any other identifier by which you or others may be contacted online or offline (“personal information”); and
- that is about you or relates to you but individually may not itself identify you, such as information about your internet connection, the equipment you use to access our Website, and Website usage and activity details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website(s). Information collected automatically may include, for example, usage or activity details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.

### **Information You Provide to Us**

The information we collect on or through our Websites may include:

- Information you provide by filling in forms on, or submitting documents through, our Websites. This includes information provided at the time of registering to use our Website or making a transaction on our Website. We may also ask you for information when you enter a contest or promotion through us, and when you report a problem with our Website.
- Records and copies of your correspondence including email addresses, if you contact us.
- Details of transactions you carry out through our Website and from the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on a Website.
- Information you provide to be published or displayed (hereinafter, “posted”) on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, “User Contributions”). Your User Contributions are posted on and transmitted to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

### **Information We Collect Through Automatic Data Collection Technologies / Treatment of Do-Not-Track Signals**

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs and other communication data and the resources that you access and use on a Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

Some web browsers may transmit “do-not-track” signals to the websites with which the user communicates. We do not currently take action in response to those signals. If an industry standard on responding to such signals is established and accepted, we may reassess how to respond to those signals.

The information we collect automatically may include personal information or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.

- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** Cookies are small text files that websites and other online services use to store information about users on the users' own computers. For example, cookies can be used to store your sign-in credentials so that you do not have to enter them each time you return to a website. Cookies also may be used to store a unique identification number tied to your computer so that a website can recognize you as the same user across different visits to the website. You can configure your internet browser to warn you each time a cookie is being sent or to refuse cookies completely.
- **Flash Cookies and Other Local Storage.** We, along with third-party partners and other third parties may use other kinds of local storage, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage, in connection with the Websites. These technologies are similar to the cookies discussed above in that they are stored on your computer and can be used to store certain information about your activities and preferences. These objects are stored in different parts of your computer from ordinary browser cookies, however. Many internet browsers allow you to disable HTML5 local storage or delete information contained in HTML5 local storage using browser controls.
- **Web Beacons.** We, along with our third-party partners and other third parties, may also use technologies called web beacons that communicate information from your internet browser to a web server. Web beacons can be embedded in web pages, videos, or emails, and can allow a web server to read certain types of information from your browser, check whether you have viewed a particular web page or email message, and determine, among other things, the time and date on which you viewed the web beacon, the IP address of your computer, and the URL of the web page from which the web beacon was viewed. We and our partners use web beacons for a variety of purposes, including analyzing the use of the Websites and in conjunction with cookies to provide content that is more relevant to you.

## **5. Social Media**

To communicate with our current or potential customers, participants, participants' families or other users we may use Social Media presences, which may be operated by third parties, such as Facebook, Instagram and Twitter. This privacy policy applies to our use of information you submit to us there, but it does not apply to what those third party platforms do with your information. Those platforms have their own privacy policies and terms of service, and we encourage you to read them.

## **6. Third-Party Use of Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on the Websites are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see the "Choices About How We Use and Disclose Your Information" section below.

## **7. How We Use Your Information**

We and the NFL Entities may use information that we collect about you or that you provide to us, including any personal information:

- To administer, operate, market, and maintain NFL FLAG Football and Cheer & NFL Flag SoCal.
- To market NFL FLAG Football and Cheer, or NFL Entity products or services.

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account.
- To carry out our obligations and enforce our rights arising from any contracts entered between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please see the "Choices About How We Use and Disclose Your Information" section below.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

## **8. Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose personal information that we collect or you provide as described in this privacy policy:

- **NFL Entities.** To the NFL Entities, who shall have the right to use all personal information collected under this privacy policy to the same extent as us.
- **Affiliates.** Our subsidiaries and other affiliates – companies that control, are controlled by, or are under common control with, us. These entities may use your information to make predictions about your interests and may provide you with special offers, promotional materials, advertisements and other materials.
- **Partners.** To partners who provide products or services that may be of interest to you, including: (i) educational products and services (e.g., colleges, student loans, financial aid, college admissions and tutorial services, and extra-curricular enrichment and recognition programs); (ii) career, employment, and military opportunities; (iii) athletic apparel and equipment companies; (iv) recruiting services; (v) sports related activities; and (vi) other relevant products and services. These partners may use your information to make predictions about your interests and may provide you with special offers, promotional materials, advertisements and other materials.
- **Service Providers.** To contractors, service providers, and other third parties we use to support our business, including companies that provide payment processing, shipping, web analytics, data processing, web hosting, technical support, advertising, email distribution and other services.
- **Buyers and Successors.** To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all assets, if applicable, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by our Website users and/or Reigning Champs is among the assets transferred.
- **Advertisers.** To third parties to market their products or services to you if you have not opted out of these disclosures. For more information, see the "Choices About How We Use and Disclose Your Information" section below.
- **Your Purpose.** To fulfill the purpose for which you provide it.
- **Other Disclosed Purposes.** For any other purpose disclosed by us when you provide the information.
- **Other Parties With Your Consent.** With your consent.

We may also disclose your personal information including the following purposes:

- Legal Requirements. To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- Enforcement. To enforce or apply our [Terms of Service](#) and other agreements, including for billing and collection purposes.
- Protection. If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of NFL FLAG Football and Cheer, Inc. the NFL Entities, our customers or others.

## 9. Choices about How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. There are certain mechanisms to provide you with the following control over your information:

- Tracking Technologies and Advertising. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- Promotional Offers from NFL FLAG Football and Cheer, Inc. If you do not wish to have your contact information submitted through the Websites that is used to promote our own or thirdparties' products or services, you can opt-out by sending us an email stating your request to [info@nflflagfootball&cheer](mailto:info@nflflagfootball&cheer) or using the "unsubscribe" feature in our promotional emails. This opt out does not apply to our use of information for purposes that are primarily transactional or relationship, rather than primarily promotional, in nature.
- Targeted Advertising. In some cases, we and advertisers on the Websites work with other third-party vendors to help deliver advertisements targeted to your interests. These vendors include ad networks and analytics providers, and they use cookies or other technologies to collect information about your online activity (e.g., the sites and pages you have visited) in order to help advertisers deliver particular ads that they believe you would find most relevant. Many third-party vendors that perform these functions are members of the Network Advertising Initiative or the Digital Advertising Alliance, and you can opt out of those vendors' delivery of targeted advertising to you by visiting [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp) and <http://www.aboutads.info/choices/>. Please note that, because these opt-out tools will place a cookie on your computer to record your opt-out preference, any actions you take using these tools will apply only to the web browser that you use to take the action. Also, these tools may not work as expected if you set your browser to refuse cookies. Sometimes, our advertisers will contract with a third-party service to host their ads. In this case, an ad-serving vendor contacts the advertisers' hosting service to obtain a particular advertisement. Because we do not have a relationship with these third parties, we do not have a mechanism to allow visitors to opt out of tracking by these vendors.
- Opt-Out Processing Time. Please understand that it may take us some time to process any opt out request and that even if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us. Also, to stop receiving promotional messages from third parties who already have your contact information, please contact them directly.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website. California residents may have additional personal information rights and choices. Please see the "Your California PrivacyRights" section below for more information. Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: [info@nflflagsocal.com](mailto:info@nflflagsocal.com)

## 10. Accessing and Correcting Your Information

You can review and change certain of your personal information collected through the NFL FLAG SoCal Website by logging into the NFL FLAG SoCal Website and visiting your account profile page. You may also send us an email [info@nflflagsocal.com](mailto:info@nflflagsocal.com) to request access to, correct or delete any personal information that you have provided to us, which we will comply with to the extent required by applicable laws. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect. If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Contributions, is governed by our [Terms of Service](#). California residents may have additional personal information rights and choices. Please see the "Your California PrivacyRights" section below for more information.

## 11. Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, click [here](#). California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Websites that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [info@nfflagsocal.com](mailto:info@nfflagsocal.com).

## **12. Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure, which we may change from time to time.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we endeavor to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Websites. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Websites.

## **13. Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by email to the primary email address specified in your account (if applicable) and/or through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

## **14. Contact Information**

To ask questions or comment about this privacy policy or our privacy practices, you may contact us at: [info@nfflagsocal.com](mailto:info@nfflagsocal.com).

## **15. Your Consent**

By using our site, you consent to our privacy policy.

## **16. Changes to our Privacy Policy**

Changes are made to this privacy policy and posted periodically on this page. If we decide to change our privacy policy, we will post those changes on this page. You must check this policy periodically to review any and all updates and changes.