



**United States Australian Football League**

*A 501(C)3 Not-For-Profit Organization*

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## **USAFL Privacy Policy**

This Privacy Policy governs the manner in which the United States Australian Football League, Inc., a Missouri non-profit corporation (the “USAFL”) collects, uses, maintains and discloses information collected from users (each, a “User”) of its [www.usafl.com](http://www.usafl.com) site (“Site”). The USAFL reserves the right, at its discretion, to change, modify, add or remove portions of this Privacy Policy at any time by posting such changes to this page. Such changes apply prospectively. Please check this Privacy Policy periodically for changes. The Last Updated date at the top of the page accurately reflects the most recent update to the Privacy Policy. The continued use of the Site following the posting of changes to these terms constitutes an acceptance of those changes.

### **Privacy**

The USAFL is committed to safeguarding the information Users entrust to the USAFL and believes every User should know how the USAFL utilizes the information collected from Users.

### **Children’s Privacy Policy**

When any person under the age of 18 wants to register with the USAFL, the USAFL requires that they have a parent or legal guardian register on their behalf. The USAFL does not specifically collect any information about children (except the information that is included in registration materials). All registration materials for are required to be completed by an adult, and such materials remain confidential.

When any person under the age of 18 wants to register with the USAFL, the USAFL requires that they have a parent or legal guardian register on their behalf. The information that is included in materials for registration (“Registration Information”) is required to be completed by an adult, and such Registration Information remain confidential.

In an effort to address your privacy concerns, the USAFL has instituted both this [USAFL Privacy Policy](#) (“Privacy Policy”) and the [USAFL Children’s Privacy Policy](#) (“Children’s Privacy Policy”).

### **The Information We Collect**

The information solicited by and submitted to the Site is considered confidential, is solely for the purpose of registering and paying for the language services and requesting information. The USAFL may collect personally identifiable information from Users in a variety of ways. Personally identifiable information may include (i) contact data (such as a User’s name, mailing and e-mail addresses); (ii) financial data (such as a User’s account or credit card



number); and (iii) demographic data (such as a User's zip code, age and income). If you communicate with the USAFL by e-mail or otherwise complete online forms, surveys or contest entries, any information provided in such communication may be collected by the USAFL. The USAFL may also collect information about how Users use our Site, for example, by tracking the number of unique views received by the pages of the Site, or the domains from which Users originate. The USAFL may use "cookies" to track how Users use our Site. A cookie is a piece of software that a Web server can store on the User's computer and use to identify the User should they visit the Site again. While not all of the information that the USAFL collects from Users is personally identifiable, it may be associated with personally identifiable information that Users provide us through our Site. The USAFL may also collect information about how Users use the Site, for example, by tracking the number of unique views received by the pages of the Site, or the domains and Internet Protocol ("IP") addresses from which Users originate. While not all of the information that the USAFL collects from Users is personally identifiable, it may be associated with personally identifiable information that Users provide the USAFL through the Site or otherwise. Additionally, certain information regarding your computer systems, network locations, IP address and software may be communicated to the USAFL in certain circumstances by the digital rights management systems associated with certain Content that you download or access via the Site in order to prevent unauthorized use or distribution of the associated Content. Non-personally identifiable information collected by the USAFL (such as patterns of utilization) is exclusively owned by the USAFL and may be used as it sees fit in accordance with applicable law.

### **How We Use Information**

Information received online is used solely for the purposes of registering with the USAFL, paying dues, and requesting other services from the USAFL, and general follow-up activities. The may use personally identifiable information collected through our Site to contact Users regarding products and services offered by the USAFL and its trusted affiliates, independent contractors and business partners and otherwise to enhance Users' experience with the USAFL and such affiliates, independent contractors and business partners. The USAFL may also use information collected through our Site for research regarding the effectiveness of the Site and the marketing, advertising and sales efforts of the USAFL, its trusted affiliates, independent contractors and business partners.

### **Do Not Track**

**Some web browsers may transmit "do-not-track" signals to websites with which the browser communicates. USAFL does not track its customers over time and across third party websites to provide targeted advertising and therefore does not respond to Do Not Track (DNT) signals. If you want to prevent third parties from delivering tailored advertising, VISIT THE NETWORK ADVERTISING INITIATIVE OR THE DIGITAL ADVERTISING ALLIANCE TO OPT OUT. YOU MAY REQUEST TO OPT-OUT OF GOOGLE'S USE OF COOKIES BY VISITING <https://myadcenter.google.com/home?sasb=true&ref=ad-settings>. ALL APPLICABLE TERMS ON ADVERTISER WEBSITES WILL APPLY TO YOUR REQUEST TO OPT-OUT IN ADDITION TO THIS PRIVACY POLICY.**



## **Disclosure of Information**

The USAFL may disclose information collected from Users to trusted affiliates, independent contractors and business partners who will use the information for the purposes outlined above. We may disclose information if we believe in good faith that we are required to do so in order to comply with an applicable statute, regulation, rule or law, a subpoena, a search warrant, a court or regulatory order or another valid legal process. We may disclose information in special circumstances we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Site policies or to protect the safety and security of our users, our Site, and the general public.

## **Security of Information**

Information about Users that is maintained on our systems is protected using industry standard security measures. In order to secure your personal information, access to your data is password-protected, and sensitive data is protected by SSL encryption when it is exchanged between your web browser and the Site. However, no security measures are perfect or impenetrable, and the USAFL cannot guarantee that the information submitted to, maintained on or transmitted from its systems will be completely secure. However, we cannot guarantee that the information submitted to, maintained on or transmitted from our systems will be completely secure.

## **Your California Privacy Rights**

California law permits users that are residents of California to request the following information regarding our disclosure of their personal information to third parties for those third parties' direct marketing purposes: (i) a list of certain categories of personal information that we have disclosed to certain third parties for their direct marketing purposes during the immediately preceding calendar year; (ii) the identity of certain third parties that received personal information from us for their direct marketing purposes during that calendar year; and (iii) examples of the products or services marketed (if we have that information). If you are a California resident and would like to make such a request, please email us at [office@usafl.com](mailto:office@usafl.com).

## **Users from Outside the United States**

USAFL's Site is hosted in the United States and is governed by United States law. If you are using USAFL's Site from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States or other countries, depending on the location of the servers of Company or our suppliers. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. BY USING THE USAFL SITE, YOU CONSENT TO YOUR INFORMATION BEING TRANSFERRED TO OUR FACILITIES AND TO THE FACILITIES OF THOSE THIRD PARTIES WITH WHOM WE SHARE YOUR INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY.

## **Correcting/Updating Personal Information**



You can correct, update, or remove Your Information if it changes or if you no longer want to receive information from USAFL beyond information related to our services. This can be done by contacting us as described below.

**Email:** office@usafl.com  
**Address:** 9160 US Hwy 64, Suite 12, Lakeland, TN 38002  
Attn: Privacy Coordinator

You may also request access to Your Information collected by us by sending us a request. We may not be able to completely remove Your Information from our systems in certain circumstances. For example, we may retain Your Information for legitimate business purposes, if it may be necessary to prevent fraud or future abuse, for account recovery purposes, if required by law, or as retained in our data backup systems or cached or archived pages. All of Your Information that we keep will continue to be subject to the terms of the Privacy Policy to which you have previously agreed.