



United States Australian Football League

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

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USAFL Children's Privacy Policy

This USAFL Children's Privacy Policy governs the manner in which the United States Australian Football League, Inc., a Missouri non-profit corporation (the "USAFL"), collects, uses and discloses personal information collected from children under the age of 18 (each, a "Child") who visit and use its www.usafl.com web site and any derivative or affiliated web sites on which this Children's Privacy Policy is posted (collectively, the "Site"). This Children's Privacy Policy supplements [USAFL Privacy Policy](#) ("Privacy Policy") Each user of the Site is referred to herein as a "User," whether or not such User is a Child.

The USAFL recognizes the need to provide additional privacy protections to Children who visit and use its Site. Additionally, the Children's Online Privacy Protection Act ("COPPA") requires that the USAFL inform parents and legal guardians of Children (each, a "Parent") about how the USAFL collects, uses and discloses personal information collected from Children. COPPA additionally requires that the USAFL obtain the consent of Parents before the USAFL collects such personal information from Children.

The Information that the USAFL Collects from Children

Children can visit, view content or use the Site without the USAFL collecting any personal information.

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 remains confidential.

The USAFL actively collects the following information from Children as part of the Registration Information: the Child's name, address, email address contacts, home phone number and cell phone number contacts, name of emergency contact, and emergency telephone contact. The USAFL collects birthdates to validate the ages of its Users so that it can determine who is a Child in order to provide additional security measures and comply with COPPA.

Please note that the USAFL cannot condition a Child's participation in an activity on such Child disclosing more information than is reasonably necessary to participate in such activity.

How the USAFL Uses Information Collected from Children

The USAFL will use or may use personal information collected from a Child for the following purposes: registration, providing newsletters and other materials to the Child, fulfillment of the requested transaction, recordkeeping, providing promotional materials to the Child relating to the USAFL's and its related entities and trusted affiliates' products and services, providing customer service and responding to questions regarding the Site, products or services offered on the Site, and other specific inquiries.



How and to Whom the USAFL Discloses Information Collected from Children

The USAFL will disclose or may disclose, transfer or share personal information collected from a Child to the following third parties: (i) to any third party that succeeds the USAFL by reason of merger, consolidation, or other corporate restructuring; (ii) to any third party that purchases or otherwise acquires all or substantially all of the assets of the USAFL or otherwise relating to the Site and the information collected therefrom; (iii) to any third party required or allowed by law or in order to comply with legal, judicial or governmental process, or in order to protect the rights, property or safety of a User or any other person; (iv) to any third party in order take precautions against liability, to enforce any policy or agreement of the USAFL, or in order to protect the rights, property or safety of the USAFL or the Site; (v) to law enforcement and other governmental agencies; (vi) to third parties engaged by the USAFL specifically to handle, deliver and provide certain aspects of the Site or its operations (e.g., third parties engaged to host and operate the Site, to provide customer service functions, or to conduct contests and sweepstakes); (vii) to third parties affiliated with the USAFL that offer products and services related to those offered by the USAFL in order for those third parties to directly promote such related products and services; (viii) to the USAFL's parent, subsidiary and related companies. The third parties to whom the USAFL discloses personal information are under no contractual obligation to maintain the confidentiality, security or integrity of such information.

Parents may consent to the USAFL's collection and internal use of their Child's personal information while refusing to allow the USAFL to disclose the personal information of their Child to third parties.

Review of the Information Collected from a Child

A Parent may, at any time, refuse to permit collection by the USAFL of personal information from such Parent's Child. Additionally, a Parent may at any time request that the USAFL delete any personal information about such Parent's Child that the USAFL has collected. Finally, a Parent may review the specific personal information that the USAFL has collected about such Parent's Child at any time. A Parent may request any of the foregoing by contacting us as described below.

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

How Does the USAFL Notify and Obtain Consent from Parents?

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 Registration Information is required to be completed by an adult, and such Registration Information remain confidential.

In the event that the USAFL collects personal information from a Child (not including the Registration Information), before collecting personal information from a Child (with the exception of the limited personal information allowed under COPPA to contact a Parent for consent), the USAFL will send an email (a "Consent Email") to the email address of a Parent



provided by the Child. The Consent Email will contain a hyperlink to this Children's Privacy Policy and a hyperlink to a consent form that the Parent may print and complete. Only when a completed consent form is returned to the USAFL via mail or fax will the USAFL collect personal information about a Child and allow the Child to register to use the Site. If the USAFL does not receive a completed consent form within a reasonable period of time after sending the Consent Email, the USAFL will delete the limited personal information collected from the Child in order to send the Consent Email.

How Will the USAFL Notify Parents in the Event of Material Changes to This Children's Privacy Policy?

The USAFL reserves the right to modify or amend this Children's Privacy Policy from time to time in its discretion. In the event that the USAFL materially modifies or amends any of the provisions regarding the manner in which it collects, uses or discloses a Child's personal information, the USAFL will provide notice to the Parent of such Child utilizing the contact information for the Parent that the USAFL has in its records. Each Parent should ensure that the USAFL has such Parent's current email address. The USAFL will apply material changes to this Children's Privacy Policy in conformance with COPPA and other applicable law, including any provisions thereof requiring consent from a Parent.