

**U.S. All Star Federation, Inc.**

**PRIVACY POLICY**

**Last Updated:** 12.1.2024

**PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE TREAT YOUR PERSONAL INFORMATION AND WHAT CHOICES AND RIGHTS YOU HAVE IN THIS REGARD. IF YOU DO NOT AGREE WITH THIS POLICY AND OUR TERMS AND CONDITIONS, YOU SHOULD NOT ACCESS OR USE OUR SITES OR ENGAGE IN COMMUNICATIONS WITH US CONCERNING OUR SERVICES.**

**OUR SITES ARE INTENDED FOR USERS LOCATED IN THE UNITED STATES AND ARE NOT INTENDED FOR USERS LOCATED IN OTHER COUNTRIES, INCLUDING THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA.**

**1. INTRODUCTION AND PURPOSE**

U.S. All Star Federation (also referred to herein as “USASF”, “we”, “us”, and “our”) is committed to protecting the privacy and security of the personal information we collect, use, share, and otherwise process as part of our business.

This Privacy Policy (the “**Policy**”) describes how USASF processes and uses the personal information that we collect through:

- Our “**Sites**” which refers to our website, <https://www.usasf.net/>, as well as any other websites, platforms, or online solutions, media, features, subdomains, content, and/or functionality made available by us containing a link to this Privacy Policy.
- Our “**Services**” which refers to the products available on or through the Sites and any other services available via the Sites. Our general interactions with you, including, when you request information or make general inquiries to us, request or receive our marketing information, or engage with us through our social media pages.

This Privacy Policy is incorporated into our Terms and Conditions. By using our Sites or Services, you hereby acknowledge and agree to this Privacy Policy and our Terms and Conditions.

**2. INFORMATION WE MAY COLLECT**

We may collect and process the following types of personal information from you for the purposes listed below. The information we collect depends upon things such as the nature of our relationship, the method you communicate with us, the Services you use, and the purpose for your interaction with us.

We collect information about you from various sources and in various ways when you use our Sites, and Services, including information you provide directly, information collected automatically, information from third-party data sources, and data we infer or generate from other data.

- **Contact Information:** When you visit the Sites, sign up for our newsletter or mailing list, contact us via the Contact Us form on the Sites, request or use our Services, submit a comment, question or review, or otherwise provide us your personal information, we may collect your first and last name, date of birth, address, telephone number, email address, or other contact details in connection with our Services or to respond to your request or inquiry.

- **Account Information:** Some information is required to create an account on our Sites, such as your name, email address, username, and password. You may also choose to share additional information with us, such as your zip code, age, expected year of graduation, and major.
- **Transaction Information:** This may include information about your purchase of products, payment information, and billing and shipping addresses. We do not store your payment information, but our payment processor may store such payment information subject to their own privacy policies and terms.
- **Device and Usage Information:** When you visit the Sites, view or search content, create or log into your account, or use our Services, we and other third parties may automatically collect certain usage or network activity information from your browser, mobile device, computer, tablet, or other devices or browsers you use, which includes the date and time of your visit, your Internet Protocol (IP) address, unique device identifier, domain server, your browser type, operating system, the referring web page, access time, cookies, and data about which pages you visit. We may also collect information regarding your interactions with the Services or our advertising.
- **Cookies and Similar Technologies:** We use cookies, pixels, and similar tracking technologies as described in the “Cookies and Similar Technologies” section of this Policy. If you choose to disable cookies and similar technologies, some areas and features of the Sites or Services may not work properly. Please see our “Cookies and Similar Technologies” section to learn about the types of cookies we use, how we use them, and your choices for cookies.
- **Geolocation Information:** This may include the IP address or other location information transmitted by a mobile or other device (depending upon your settings) when you interact with the Sites or otherwise use the Services.
- **Social Media Information:** If you engage with us on third-party social media platforms, such as Facebook, Instagram, YouTube, or TikTok, we may collect and aggregate the personal information through your engagement with us, including all content, messages, and information that you provide to us and that you make publicly available on the profile through which you submitted such information to us.
- **Communications Data:** If you contribute to the Sites, provide us with feedback, ask us questions, or otherwise communicate with us, in addition to your Contact Information, we may collect the subject matter of your message, any comments, content, or other information that you choose to provide, and other information needed to respond to your communication. If you receive email communications from us, we may use certain tools to capture data related to if/when you open our message and if/when you click on any links or banners it contains.
- **Video Viewing Information:** We may collect information about videos that you view or stream on the Sites as well as the accounts that you link together with our Services, including social media accounts. Please see the “Visual Materials and Consent to Collect, Use, and Disclose Video Viewing History” section of this Policy for additional information.
- Other information that you voluntarily share with us to facilitate use of the Sites or our Services which is not specifically listed here. We will use such information in accordance with this Policy, as otherwise disclosed at the time of collection, in accordance with our applicable agreement with you, or to the extent necessary for providing the Sites or our Services.

In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, advertising partners, or publicly available sources as permitted by law.

We may also collect, use and share “Aggregated Data” such as statistical or demographic data for any purpose. Aggregated Data may be derived from your Personal Information, but once in aggregated form it will not constitute Personal Information for the purposes of applicable laws as this data does not directly or indirectly reveal your identity.

When you are asked to provide your information, you may choose not to provide us with your information or otherwise decline or use browser or device controls to prevent certain types of data collection. However, in some cases, if you choose not to provide information that is necessary, you may not be able to access portions of the Sites, or some Services or features may not be available or fully functional.

### **3. HOW WE MAY USE YOUR INFORMATION**

We may use the information described above, including any personal information, in connection with the following business or commercial purposes or otherwise to the extent permitted by law:

- **Providing Our Products and Services To You:** We use your information to provide our products and Services, which includes making our Sites, Services, and our content available to you; to serve you the content and functionality you request; to provide and deliver products, including fulfilling your order, troubleshooting, and personalizing our Services; to offer you goods and services which may be of benefit to you; to communicate about our Services and respond to your feedback, requests, questions, or inquiries; to enhance your experience and provide you with a more personal and interactive experience; to improve and develop existing and new Services, including evaluations of functionality and features and recognizing your devices and remembering your preferences and interactions; to ensure the privacy and security of our Sites and Services.
- **Operating Our Business:** We use your information to operate our business, such as to create new products or services; to conduct data analytics; to obtain professional advice; to mitigate risks to the privacy and security of our Sites, Services, and operations, including fraud or phishing detection; to maintain our databases and back-ups; to enforce our Terms and Conditions; to comply with any contractual obligations; to better understand our customers and visitors to our Sites; to manage our relationships with you; to comply with your instructions or requests; and to otherwise facilitate the operation of our Services.
- **Communicating With You:** We use your information to communicate with you, such as to contact you directly by mail, telephone, email, SMS, or other electronic messaging service in order to respond and provide the appropriate assistance and response to you; to extend offers of goods and services or information that may be of interest to you; to keep records of our communications with you; to determine user interests; for usage analytics purposes; and to administer a promotion, survey, or other customer engagement features. You may unsubscribe from certain communications at any time. Please see the “Your Rights and Choices Regarding Your Personal Information” Section of this Policy for more information.
- **Marketing and Advertising:** We use your information to tailor our products and Services so that they are more relevant to you; to understand your preferences and provide and improve support related to our product and service offerings, including targeted offers and advertising through the Sites, on third-party sites, and via other communication mediums; to advertise our products and Services; to assess the success of our marketing campaigns and enhance our marketing efforts; to inform you of new products and Services; to run contests and promotions; and to conduct research and analysis for marketing, business, and other operational purposes.

- **Fraud, Security, Legal Enforcement and Compliance:** We use your information to protect the security and integrity of our business, the Sites and our Services, such as to enforce our agreements with you; to comply with federal, state, or local laws; to comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons; to cooperate with law enforcement agencies concerning conduct or activity that we may believe violates applicable law; and to establish, exercise, defend legal rights or claims, whether in court, administrative, or other proceedings.

We may also use your information to accomplish any other purpose related to and/or ancillary to any of the purposes described in this Policy, for which your personal information was provided to us, or for which we have a legal basis under applicable law. We may combine personal information about you with other information we have acquired from third parties in accordance with applicable law and will treat the combined information as personal information under this Policy.

#### **4. HOW WE MAY DISCLOSE YOUR INFORMATION**

We may disclose or share your personal information described above with third parties. Specifically, we may share your personal information with our third-party service providers and other third-parties who perform a variety of functions on our behalf or at your direction for the purposes described in this Policy. This includes, but is not limited to, development, administration, and maintenance of the Sites; support our provision of Services requested by you; provide technical support; sending marketing, promotions, and communications to you about our Services; provide payment processing; enhance the security of our Sites; marketing or advertising services; and assisting with other legitimate purposes permitted by law.

We may also disclose the personal information we collect to our analytics vendors and partners, including social media companies such as Facebook, to develop aggregate analytics and business intelligence for our advertising and marketing purposes. For example, we use personal information to create custom audiences and measure the success of promotions.

When you watch videos on the Sites, you agree that we may disclose your video viewing to or obtain information about your video viewing from analytics service providers, advertising partners, and social media platforms.

- **Acquisition and Similar Transactions:** If we sell, transfer, or otherwise share some or all of our assets in connection with a merger, reorganization, liquidation, dissolution, bankruptcy, or sale of assets, we may disclose your personal information as a part of the assets transferred as a result of the transaction. For example, if another company acquires us, we will share your personal information with that company.
- **In Response to Legal Process or Defending Legal Claims:** We may disclose personal information as required by law, court orders, subpoena, or other legal process or if we reasonably believe such action is necessary to comply with the laws.
- **Professional Advisors:** We may share your personal information with our attorneys, accountants, and/or other fiduciaries and consultants that need access to your information to provide operational or other support on our behalf.
- **With Your Consent or at Your Direction:** We may ask, from time to time, if you would like us to share your personal information with other unaffiliated third parties who are not described elsewhere in this Policy. We may disclose your information in this context with your permission or upon your direction.
- **Third Parties:** We may provide personal information about you to third parties that may offer services specifically requested by you.

- **Deidentified or Aggregated Data:** We may share aggregated information, and information that does not identify any specific individual, such as groupings of demographic data and customer preferences, (i) for compliance with reporting obligations; (ii) for business or marketing purposes; and (iii) to assist us and others in understanding our users' interests, habits, and usage patterns for certain programs, content, services, marketing, and/or functionality.

## 5. COOKIES AND SIMILAR TECHNOLOGIES

### Cookies

A “cookie” is a small file created by a web server that can be stored on your device (if you allow) for use either during a particular browsing session (a “session” cookie) or a future browsing session (a “persistent” or “permanent” cookie). “Session” cookies are temporarily stored on your device and only last until they expire at the end of your browsing session. “Persistent” or “permanent” cookies remain stored on your device until they expire or are deleted by you. Local stored objects (or “flash” cookies) are used to collect and store information about your preferences and navigation to, from, and on a website. First-party cookies are set by the website you are visiting, and they can only be read by that site. Third-party cookies are set by a party other than that website.

### Other Similar Technologies

In addition to cookies, there are other automatic data collection and tracking technologies, such as Internet tags, web beacons, pixels (clear gifs, pixel tags, and single-pixel gifs), and navigational data collection (log files, server logs, etc.) that we may use to collect data as you navigate through and interact with a website. For example, pixels are small images on a web page or in an email that collect information about your browser or device and can set cookies. Web beacons are tiny graphics with unique identifiers that are used to understand browsing activity. UTM codes are strings that can appear in a URL when you move from one web page or website to another. The string can represent information about your browsing, such as which advertisement, page, or publisher sent you to the receiving website. By using our Sites or Services you consent to our use of these technologies to collect and share your information.

### What Cookies and Similar Technologies Do We Use and Why Do We Use Them?

We use certain cookies and similar technologies to operate the Sites, to measure and track how you interact with the Sites, to enable certain functions on the Sites, to ensure the privacy and security of our Sites, to enhance your experience and provide you with a more personal and interactive experience, to market to you, to track ad-driven activity, to perform usage analytics, and to otherwise tailor our communications to you.

After visiting our Sites, you may see information about our Services on unrelated websites. This may occur as a result of a placement of a cookie or other tracking technology from your past browsing. For example, our advertisers may display targeted advertisements when you visit third-party websites or social networks based on your previous interactions with our Sites as tracked by cookies and similar technologies. This process also helps us understand the effectiveness of our content and marketing efforts.

The cookies and similar technologies used on the Sites may include the following:

**Essential:** Essential cookies are necessary for basic features and functionality of the Sites. Without these essential cookies, the Sites will not perform properly, and we may not be able to provide you with certain Services you have asked for, provide access to secure areas, and choices you have made for better functionality cannot be provided.

**Functionality:** Functionality cookies help us customize content on the Sites based on your preferences. We use functionality cookies to remember choices you've made or information you've

provided, such as your username or the region you are in. This allows us to tailor your experience on the Sites to your preferences. For example, authentication cookies are functionality cookies that are used for the duration of a session (or persistent, if you agree to the “remember me” function) to allow users to authenticate themselves on subsequent visits or gain access to authorized content across pages on the Sites.

**Analytics and Performance:** We use analytics and performance cookies to collect information about how you use the Sites, including which pages you go to most often and if users receive error messages from certain pages in order to help us fix technical issues or errors and highlight areas where we can improve the Sites. We also use these cookies to detect the most searched for words in search engines that lead to the Sites. These cookies are not used to target you with online marketing and advertising. You may also encounter third-party analytics and performance cookies on our Sites which may gather browsing activity (such as information you have entered or choices you have made) across numerous websites that you visit and across numerous browsing sessions. These cookies also help improve how our Sites functions and performs, customizes your interaction with our Sites, and helps provide more relevant messaging and marketing communications to you.

**Advertising:** Advertising cookies and other similar technologies are used by us to enable us to understand your interests and tailor marketing to you and your interests and provide you with a more personalized service. These cookies remember that you visited our Sites, and we may share this information with third-parties, such as advertising platforms, so that we can show you relevant offers and direct personalized advertising to you. We may also use these cookies to target and re-target visitors to our Sites with digital advertising that is most relevant to the user. These cookies are also used to limit the number of times you see an advertisement or particular content, as well as help measure the effectiveness of an advertising or marketing campaign.

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 read more about how companies use cookies to conduct targeted or retargeted advertising, and ways to opt-out of receiving targeted ads from members of the National Advertising Initiative (“NAI”) on its website at: [www.networkadvertising.org](http://www.networkadvertising.org).

**Social Media:** Finally, Social and Content cookies are placed by many social media plugins (for example the Facebook ‘like’ button), and other tools meant to provide or improve the content on a website (for example, services that allow the playing of video files, or that create comments sections). We integrate these modules into our Sites to improve the experience of browsing and interacting with our Sites. Please note that some of these third-party services place cookies that are also used for things like behavioral advertising, analytics, and/or market research. If you would like more detailed information about first party and third-party cookies in use on or related to the Website, please contact us. You may also learn more about internet advertising practices and related consumer resources at <http://www.aboutads.info/consumers/>.

We may also use third-party digital tracking technologies and receive data from such technologies including, but not limited to, the following:

**Google Analytics.** We use Google Analytics to collect and process statistical data about the number of people using the Sites and to better understand how they find and use the Sites. The data collected includes data related to your device/browser, your IP address, and on-site activities, such as what pages were visited or how often, and to measure and report statistics about user interactions. The information stored is reduced to a random identifier. Any data collected is used in accordance with this Policy and Google’s privacy policy. You may learn more about Google Analytics by visiting:

<https://www.google.com/policies/privacy/partners/>  
<https://support.google.com/analytics/answer/6004245>.

and

You can learn more about Google’s restrictions on data use by visiting the Google Privacy Policy located at: <https://www.google.com/policies/privacy>. To opt-out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout> and install the opt-out browser add-on feature. For more details, visit the “Google Analytics opt-out browser add-on” page located at <https://support.google.com/analytics/answer/181881?hl=en>.

**Google Tag Manager.** We may use Google Tag Manager, which allows marketed website tags to be managed using an interface. The tool itself (which implements the tags) does not use cookies and does not register identifiable data. The tool causes other tags to be activated which may, for their part, register personal information under certain circumstances. Google Tag Manager does not access this information. Google Tag Manager is subject to the Google Privacy Policy located at: <https://www.google.com/intl/en/policies/privacy>.

**Google Marketing.** We use Google’s marketing technologies (DoubleClick) to track user activity and to serve personalized advertisements. Your browser is assigned a pseudonymous ID, which is used to track the ads that have been served to your browser and to identify those on which you’ve clicked. The cookies enable Google and its partners to select and display ads based on your browsing behavior. For more information on how Google uses this information, you can visit <https://policies.google.com/technologies/ads> and <https://support.google.com/displayvideo/answer/7621162>. To block certain ads served by Google, please visit <https://support.google.com/ads/answer/2662922> and <https://adssettings.google.com>.

**Facebook.** We use Facebook’s technologies to serve relevant advertisements and to track Facebook ad-driven visitor activity. Facebook Connect also gives you the option to post information about your activities to your profile page to share with others within your network by using a single sign-in service to authenticate your identity. You may learn more about Facebook’s policies by visiting <https://www.facebook.com/policy.php>, and you can also find instructions for opting out of receiving advertisements via that page.

**LinkedIn Pixel.** We may use LinkedIn Marketing Solutions Pixel (also known as the LinkedIn InsightTag) which is a snippet of Javascript code implemented on our website to track page views and conversions and to provide insight into post-click and view-through conversions of our ad campaigns on LinkedIn. LinkedIn collects information relating to your visit to our website, including referring address, IP address, device, and browser characteristics. LinkedIn does not share this information with us and only provides us with aggregated reports and alerts about the website visitors and ad performance. However, LinkedIn may use this information to serve you ads elsewhere. For more information on how LinkedIn uses this information, see their privacy notice. LinkedIn members can control the use of their information for advertising purposes through their LinkedIn account settings.

**Meta Pixel.** We may use Meta Pixel to customize and display advertisements only to Facebook users who have shown an interest in our Sites or who have specific characteristics (e.g., certain demographics or interests in certain topics or products determined by websites visited) that we submit to Facebook. The use of Meta Pixel helps ensure that our advertisements are in line with the potential interests of users and do not have a nuisance effect. Meta Pixel also allows us to track the effectiveness of Facebook advertisements for statistical and market research purposes by seeing whether users have been redirected to our Sites after clicking on a Facebook advertisement. The Meta Pixel is directly integrated into our Sites by Meta and can store a cookie on your device. The information collected about you is anonymous for us. However, the information collected via the Meta Pixel, on the Sites as well as other websites on which Meta Pixel is installed, is also stored and processed by Meta. Meta may link this information to your Facebook account and also use it for its own promotional purposes in accordance with Facebook’s Data Usage Policy.

**YouTube Services.** We may use tracking technologies provided by YouTube as part of our Services and/or embed YouTube videos on our website. These tracking technologies enable us to understand and

improve our marketing efforts, track the performance of any video content we have, and provide you with a more personalized experience. With respect to YouTube videos embedded on our website, no data about you will be transferred to YouTube if you do not play the videos. YouTube may collect information relating to your visit to our website, including the referring IP address, device, and pages you accessed on our website. Additional information on the purpose and scope of data collection and processing by YouTube can be found in YouTube/Google's Privacy Policy: <https://policies.google.com/privacy?hl=en&gl=de>. By viewing any videos embedded on our website or as part of our Services, you consent to the disclosure of information to YouTube through its tracking technologies.

To understand more about Facebook advertising please visit: <https://www.facebook.com/about/ads>. You may deactivate Meta Pixel via the Cookie Settings on Facebook. The Settings are located at the bottom of the main page for logged in users at: <https://www.facebook.com/settings/?tab=ads#>.

### **How Do Our Advertising and Marketing Partners Use Cookies for Interest-Based Advertising?**

We may allow other parties to use cookies, web beacons, pixels, embedded scripts and other tracking technologies to automatically collect information about your use of the Sites, including your IP address, web browser, pages viewed, time spent on pages, links clicked, conversion information, and other device information. We may also engage other parties to serve advertisements on our behalf across the Internet and to provide analytics about the use of the Sites. This information may be used by us and others, among other things, to analyze and track data, determine the popularity of certain content, deliver advertising targeted to your interests and to better understand the usage and visitation of the Sites and other sites tracked by these other parties. These and other parties may collect information about your online activities over time and across different websites when you use the Sites.

We serve ads on and through another party's services, such as Facebook and Google, that are targeted to reach people, or people similar to people, who have visited the Sites or are identified in one or more of our databases ("Matched Ads"). This is done by us uploading a customer list to the other party's service or incorporating a pixel from the other party's service on the Sites, and the other party's service matching common factors between our data and their data.

We may use third parties such as advertising networks and other content providers to serve targeted ads on the Sites and on other websites like social media sites (e.g. LinkedIn). This practice is referred to as interest-based advertising. These advertising networks and/or content providers may use cookies and similar tracking technologies such as pixels to uniquely distinguish you, your web browser, or your device and report certain information about your visits to our the Sites and other websites (e.g., web pages you visit and your response to ads) in order to measure the effectiveness of our marketing campaigns and to deliver ads that are more relevant to you, both on and off the Sites and across your devices, including on social media sites. This information may also be used to evaluate our online advertising campaigns.

Some third parties may use data collection technologies to collect information from the Sites and combine it with other information they have collected relating to your web browser's activities across their network of websites, where permitted. We do not control these third parties' technologies or how they may be used. If you have questions about targeted content, you should contact the responsible party directly or consult their privacy policies.

This Privacy Policy does not apply to, and we are not responsible for, other party's cookies or other tracking technologies. We encourage you to check the privacy policies of advertisers and/or ad services to learn more about their privacy practices.

### **How Can You Opt-Out from Interest-Based Advertising?**



There are a variety of methods available to you to opt-out of certain third-party tracking technologies, including using tools provided within your device, browser, or the settings menu within a mobile application which may include an option that allows you to refuse the placement of certain tracking technologies. Some advertising networks we may use for these purposes may be members of the Digital Advertising Alliance (“DAA”) or the Network Advertising Initiative (“NAI”). Please visit the websites below to learn more about interest-based advertising and to opt out of receiving personalized advertising or content from participating third-party advertising companies:

**Digital Advertising Alliance:** <https://optout.aboutads.info/?lang=EN&c=2#!%2F>

**National Advertising Initiative:** <https://optout.networkadvertising.org/?c=1#!%2F>

Please note that if you opt-out, you may still receive online advertising from us, but it will not be tailored to your interests based on online behavioral information about you. To successfully opt-out, you must have cookies enabled in your web browser (see your browser’s instructions for information on cookies and how to enable them). Your opt-out only applies to the web browser you use, so you must opt-out of each web browser on each computer you use. Once you opt-out, if you delete your browser’s saved cookies, you will need to opt-out again.

### **Other Third-Party Technologies**

Some third parties may use data collection technologies to collect information about you when you browse the Internet. We do not control these third parties’ technologies or how they may be used. If you have questions about targeted content, you should contact the responsible party directly or consult their privacy policies.

### **Choices About Cookies**

Most web browsers are set by default to accept cookies. If you do not wish to receive cookies, you may set your browser to refuse all or some types of cookies or to alert you when cookies are being stored. These settings may affect your enjoyment of the Sites’ functionality. Adjusting the cookie settings may not fully delete all of the cookies that have already been created. To delete them, you should review your web browser settings after you have changed your cookie settings.

The links below provide additional information about how to disable cookies or manage the cookie settings. PLEASE NOTE: These third-party links are provided for your convenience, and we may not actively monitor the content of these links.

**Google Chrome:** <https://support.google.com/chrome/answer/95647?hl=en>

**Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

**Internet Explorer:** <http://windows.microsoft.com/en-GB/windows-vista/Block-or-allow-cookies>

**Safari:** <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac> and <https://support.apple.com/en-us/HT201265>

For more information on how to modify your browser settings to block or filter cookies, visit <http://www.aboutcookies.org/>. You may learn more about internet advertising practices and related consumer resources at <https://youradchoices.com/control>, <https://thenai.org/about-online-advertising/faq>, and <http://www.networkadvertising.org/choices>.

## **6. CHATBOT TECHNOLOGY**

We may use chatbots to help provide customer service and support, including through the use of a virtual assistant. A chatbot is a software application that mimics human conversations in text or voice interactions on our Sites. It enables the communication between a human and a machine, which can take the form of messages or voice commands. The chatbot is designed to work without the assistance of a human operator and is designed to respond to questions posed to it in natural language as if it were a real person using a combination of pre-programmed scripts and machine learning algorithms. While a chatbot aims to offer accurate and helpful responses, its information may not always be exhaustive, up-to-date, or tailored to individual circumstances. If you use a chatbot on our Sites, we will collect any personal information you provide to us. We will also create and store a transcript of your chat interaction with us which will be shared and stored with our third-party service provider for the chatbot service. We use these transcripts for quality control, customer service, fraud prevention, and security. We do not assume any liability for actions taken based on the chatbot's responses. By using our Sites or Services and our chatbot, you acknowledge and agree to these terms.

## **7. VISUAL MATERIALS AND CONSENT TO COLLECT, USE, AND DISCLOSE VIDEO VIEWING HISTORY**

The Sites may display live or prerecorded videos or similar audio-visual materials ("Videos"). We are not in the business of delivering audiovisual materials. Rather, the display and use of Videos on the Sites is incidental to our business and merely a peripheral part of our marketing strategy. The provision of Videos on our Sites is not an admission by USASF and it shall not otherwise be interpreted, in any form or manner, to mean that USASF is a "video tape service provider" for purposes of the Video Privacy Protection Act (codified as amended at 18 U.S. Code § 2710) (the "VPPA") or that USASF is otherwise subject to the VPPA.

We may collect personal information with respect to you viewing, streaming, or otherwise accessing such Videos and we may disclose such personal information regarding your video-viewing history on the Sites to third parties through the use of cookies, pixels, or other tracking technologies, such as Facebook, to facilitate or assist with our marketing and advertising campaigns. By viewing, streaming, or otherwise accessing Videos on the Sites, you hereby acknowledge, agree, and consent to our collection, use, and disclosure of such personal information regarding your video-viewing history on the Sites.

By viewing, streaming, or otherwise accessing Videos on the Sites, you hereby acknowledge, agree, and consent to our collection, use, and disclosure of such personal information regarding your video-viewing history on the Sites.

Withdrawal of Consent. You acknowledge and agree that you may prevent us from collecting and disclosing personal information from you with respect to your viewing, streaming, or otherwise accessing Videos on the Sites: (i) by changing your browser settings in accordance with the instructions set forth in our Privacy Policy or (ii) by adjusting your privacy settings in our cookie management tool. These options will prevent the deployment of cookies and similar online tracking technologies that are used to collect, process, and disclose your personal information in connection with the Videos.

## **8. RETENTION OF PERSONAL INFORMATION**

We retain and use your personal information for as long as is necessary to fulfill the purposes for which it was collected, to comply with our business requirements and legal obligations, to resolve disputes, to protect our assets, to provide our services, and to enforce our agreements.

We take reasonable steps to delete the personal information we collect when: (1) we have a legal obligation to do so; (2) we no longer have a purpose for retaining the information; or (3) if you ask us to delete your personal information unless we determine that doing so would violate our existing, legitimate, legal, regulatory, dispute resolution, contractual, or similar obligations. We may also delete your information if we believe it is incomplete, inaccurate, or that our continued storage of it is contrary to our objectives or

legal obligations. When we delete data, it will be removed from our active servers and databases, but it may remain in our archives when it is not practical or possible to delete it.

To the extent permitted by law, we may retain and use anonymous, de-identified, or aggregated information for performance reporting, benchmarking, and analytic purposes and for product and service improvement.

## **9. SECURITY AND PROTECTION OF PERSONAL INFORMATION**

We recognize the importance of safeguarding your personal information and we endeavor to maintain reasonable and appropriate physical, technical, and organizational safeguards to protect your personal information against accidental loss and unauthorized access, use, alteration, or disclosure, and to detect fraudulent identity verification activity and mitigate risks concerning your personal information.

While our security measures seek to protect your information in our possession, no security system is perfect, and no data transmission is 100% secure. As a result, while we strive to protect your information, we cannot guarantee or warrant the security of any information transmitted to or from the Sites or otherwise through our Services. Where you use a password for access to restricted parts of our Sites, you are responsible for keeping your password confidential. Do not share your password with anyone. 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 Sites and Services.

## **10. YOUR RIGHTS AND CHOICES REGARDING PERSONAL INFORMATION**

Please use the “Contact Us” details provided at the end of this Policy to exercise your rights and choices under this Policy. If you would like to manage, change, limit, or delete your personal information, or if you no longer want to receive any email, postal mail, or telephone contact from us in the future, such requests may be submitted via the Contact Us details at the end of this Privacy Policy. We honor such requests when we are required to do so under applicable law.

**Email Opt-Out.** If you no longer wish to receive communications from us via email, you may opt-out by clicking the “unsubscribe” link at the bottom of our emails or by contacting us via the “Contact Us” details at the end of this Policy and providing your name and email address so that we may identify you in the opt-out process. Once we receive your instruction, we will promptly take corrective action.

**Text Messages (SMS) Opt-Out.** We ask for your consent to receive text messages (including messages related to the Services or transaction requested by you or our other products or Services that may be of interest to you). Certain text messages may be sent by automated systems or technology. You may unsubscribe from marketing text messages at any time by replying STOP or clicking the unsubscribe link (where available) in the text messages.

**Marketing Preferences.** If you have provided your contact information and prefer that we do not use it for marketing purposes, you may opt-out at any time by clicking the “unsubscribe” link at the bottom of marketing emails, contacting us using the “Contact Us” details at the end of this Policy, or adjusting your preferences in your account settings, if available.

**Cookies:** You may be able to set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. You may also adjust your cookie preferences by using the cookies consent banner, if available.

**Accuracy and Updating Your Information.** Our goal is to keep your personal information accurate, current, and complete. If any of the personal information you have provided to us changes, please update it in your user/account profile, or let us know via the “Contact Us” details at the end of this Policy. We are not responsible for any losses arising from any inaccurate, inauthentic, deficient, or incomplete personal information that you provide to us.

**Do Not Track.** Some web browsers may transmit “Do Not Track” signals to the websites and other online services with which the browser communicates. We do not currently recognize browser settings or signals of tracking preferences, which may include “Do Not Track” instructions.

**Complaints.** If you believe your rights relating to your personal information have been violated, please contact us via the “Contact Us” details provided at the end of this Policy.

**California Shine the Light.** Under California Civil Code Section 1798.83, California residents who provide personal information in obtaining products or services for personal, family, or household use may be entitled to request and obtain from us once a calendar year information about the information we shared, if any, with other businesses for direct marketing uses. Please be aware that not all information sharing is covered by the “Shine the Light” requirements and only information on covered sharing, if any, will be included in our response. As part of the California Online Privacy Protection Act, all users of our Sites may make any changes to their information at any time by contacting us at [info@USASF.net](mailto:info@USASF.net). Additionally, California Civil Code Section 1798.83 permits California residents to request certain information regarding our disclosure of the information you provide to third parties for their direct marketing purposes. To make such a request, please contact us at the address included below.

## **11. INDIVIDUAL RIGHTS**

To the extent you are a resident of certain U.S. states with comprehensive state privacy laws, you may be eligible for one or more of the following consumer rights where authorized by applicable U.S. state privacy laws. This section provides an overview of these rights which we honor where required by applicable law:

- **Right to Access.** Subject to certain conditions set forth in the applicable U.S. state privacy laws, you have the right to know and see what personal information we have collected about you and receive a copy of such information in a portable format, purposes for which we collect your personal information, recipients of your personal information to whom we disclose or share, which in some states may include categories of personal information collected, categories of sources of collection, business or commercial purposes for data processing, and categories of third parties with whom we disclose that information.
- **Right to Correct.** Subject to certain conditions and exceptions set forth in the applicable U.S. state privacy laws, you have the right to request that we correct any inaccurate personal information that we have collected about you.
- **Right to Delete.** Subject to certain conditions and exceptions set forth in the applicable U.S. state privacy laws, you have the right to request that we delete the personal information we have collected about you.
- **Right to Opt-Out.** Subject to certain conditions set forth in the applicable U.S. state privacy laws, you have the right to opt out of targeted advertising, profiling, the sale or sharing of your personal information, to the extent such instances occur (as defined under applicable state laws). We do not have actual knowledge that we sell personal information of minors under 16 years of age.
- **Right to Non-Discrimination.** You have the right not to be discriminated against for exercising any of your rights under any applicable U.S. state privacy laws.
- **Right to Appeal.** To the extent the applicable U.S. state privacy laws provide such rights, you may appeal our denial to act on your consumer rights under the applicable state privacy laws within a reasonable time. We will respond within designated period for responding to U.S. data subject requests and may exercise the right to extend this response period (to the extent authorized by applicable state privacy laws).

- **Right to Limit Use and Disclosure of Sensitive Personal Information.** If any U.S. state privacy laws classify your personal information we collect as “sensitive personal information,” we use such data reasonably necessary to provide and perform our Services as requested by you or as otherwise permitted by law.

If you have questions or concerns regarding this Section or would like to exercise your consumer rights (to the extent available under applicable U.S. state privacy laws), please use the “**Contact Us**” details at the end of this Policy.

## **12. THIRD-PARTY SITES**

This Policy only applies to the Sites and Services, and it does not apply to any third-party websites or applications.

The Sites may contain links to, and media or other content from, third parties. These links are to external resources and third parties that have their own privacy policies. Because of the dynamic media capabilities of the Sites, it may not be clear to you which links are to external, third-party resources. If you click on an embedded third-party link, you will be redirected away from the Sites to the external third-party website. You can check the URL to confirm that you have left the Sites.

We cannot and do not (1) guarantee the adequacy of the privacy or security practices employed by or the content and media provided by any third parties or their websites, (2) control third parties’ independent collection or use of your information, or (3) endorse any third-party information, products, services or websites that may be reached through embedded links on the Sites.

Any information provided by you or automatically collected from you by a third party will be governed by that party’s privacy policy and terms of use. If you are unsure whether a website or application is controlled, affiliated, or managed by us, you should review the privacy policy and practices applicable to each linked website or application.

## **14. CHILDREN’S PRIVACY**

The Children’s Online Privacy Protection Act (“**COPPA**”), as well as other data privacy regulations, restrict the collection, use, or disclosure of personal information from and about children on the Internet. Our Sites and Services are not directed to children under the age of 18, nor is information knowingly collected from children under the age of 18. No one under the age of 18 may access, browse, or use the Sites or provide any information to us. If you are under 18, please do not use or provide any information on the Sites (including, for example, your name, telephone number, or email address). If we learn that we have collected or received personal information from a child under the age of 18 without a parent’s or legal guardian’s consent, we will take steps to stop collecting that information and delete it. If you believe we might have any information from or about a child under the age of 18, please contact us via the “Contact Us” details provided at the end of this Policy.

For more information about COPPA, please visit the Federal Trade Commission's website at: <https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule>.

### **Online Safety Tips for Parents**

We are committed to promoting safe and responsible internet use and providing guidance to help parents protect their children’s privacy and safety online. The internet offers numerous opportunities for learning and connection, but it can also expose children to potential risks, including inappropriate content or interactions with strangers. To help mitigate these risks, we encourage parents to consider the following tips:

- **Supervise Online Interactions:** If your child uses features such as chat rooms, forums, or bulletin boards, closely monitor their interactions. Explain the risks of communicating with strangers or new acquaintances online and stress the importance of caution.
- **Teach Privacy Awareness:** Help your children understand the importance of safeguarding personal information. Advise them not to share their name, address, phone number, school name, or email address in public messages or with anyone they do not know and trust.
- **Use Parental Control Tools:** Leverage tools like Cyber Patrol and software designed to create a child-friendly online environment. These can help block or filter out harmful or inappropriate content, websites, or services.
- **Monitor Online Activities:** Regularly review your children's internet usage, including the websites they visit, the messages they send or receive, and the individuals they interact with. Position computers and devices in shared spaces for easier supervision.
- **Set Clear Guidelines:** Discuss acceptable online behavior with your children and establish reasonable rules. Emphasize what information is appropriate to share and how to handle encounters with inappropriate content or suspicious individuals.
- **Encourage Critical Thinking:** Remind your children that not all online content is accurate or reliable, and individuals they meet online may misrepresent themselves.
- **Report Concerns Promptly:** If you become aware of suspicious or illegal activity, such as harassment or threats, report it to the appropriate authorities, such as the FBI, the National Center for Missing and Exploited Children, or local law enforcement.

Additionally, we recommend reviewing the privacy policies and terms of use of any third-party websites or services your child may access, as we are not responsible for the practices or content of these platforms. For questions or concerns about online safety or any features associated with our Services, please contact us using the information provided in the "Contact Us" section below.

#### **14. UPDATES AND CHANGES TO THIS POLICY**

We may add to, change, update, or modify this Privacy Policy from time to time. Should this Privacy Policy change, we will post all changes to this Privacy Policy on this page and any such changes, updates, or modifications will be effective immediately upon posting. We may also, in our discretion, notify you of changes to this Privacy Policy via email. The date on which this Privacy Policy was last modified is identified at the beginning of this Privacy Policy.

You are expected to, and you acknowledge and agree that it is your responsibility to, carefully review this Policy prior to using the Sites and from time to time, so that you are aware of any changes. Your continued use of the Sites after the "Last Updated" date will constitute your acceptance of and agreement to such changes and to our collection and sharing of your information according to the terms of the then-current Privacy Policy. If you do not agree with this Policy and our practices, you should not use the Sites.

#### **15. CONTACT US**

For more information, or if you have any questions or concerns regarding this Privacy Policy, you may contact us using the information below, and we will do our best to assist you. Please note, if your communication is sensitive, you may wish to contact us by postal mail.

**In Writing:** U.S. All Star Federation  
8275 Tournament Drive  
Suite 325  
Memphis, TN 38125

United States

**By Email:** [info@usasf.net](mailto:info@usasf.net)