



POLICY ON DATABASE SUBMISSION, MANAGEMENT, AND USE

(December 2019)

Section 1. Commitment

It is the policy of US Youth Soccer to compile national databases of all members, coaches, administrators, and volunteers of each of its Organization Members and to provide controls on the use of those databases for the mutual benefit and protection of US Youth Soccer and its Organization Members. It is also intended to allow for additional focus on organizational management, improvement, and information to serve Members more efficiently while limiting costs.

Section 2. Definitions

- (1) “Board of Directors” means the Board of Directors of US Youth Soccer.
- (2) “Data” means seasonal program information and the information of each individual Participant as per the Data Dictionary defined in Appendix I
- (3) “Database” means a list or subset of a list incorporating the data from each Organization Member into a statistical report for utilization in a variety of ways.
- (4) “System Access Rights” means authorized access given to an Organizational Member to access selected data on the USYS National Data Center
- (5) “Data Field” means a specific subset of a Participant’s information.
- (6) “Hierarchical Access” means data accessible to Organization Members only at the level of their involvement.
- (7) “Local” means the territory of less than 6 State Associations.
- (8) “Opt-out” means the requested voluntary removal of a Participant from future US Youth Soccer Marketing Campaigns
- (9) “Organization Member” means an organization that is classified as such a member of US Youth Soccer as provided in US Youth Soccer Bylaw 202.
- (10) “Participant” means every individual player, coach, administrator, and volunteer.
- (11) “Programs and Events” means all programs and events developed and operated by US Youth Soccer, including but not limited to, the National Championships, Regional Championships, ODP regional and sub-regional camps, Inter-regional events, Presidents Cup, Coaching Education, and the US Youth Soccer Workshop. Generally, any US Youth Soccer every managed program and event shall be included.
- (12) “Real-time” means the time in which reporting and recording of the program or event is simultaneous or nearly simultaneous with the program or event.

- (13) “State Association” means the administrative body as provided by US Youth Soccer Bylaw 109 (12).
- (14) “US Youth Soccer” means the United States Youth Soccer Association, Inc.

Section 3. Data Collection

US Youth Soccer shall collect membership data from each Organization Member and shall compile the information so collected into the primary, designated database of US Youth Soccer. Each Organization Member shall provide data about each of its Participants via a continual real-time export or upload to the designated recipient of the primary, designated database of US Youth Soccer. Each Organization Member shall obtain consent from individual Participants in accordance with applicable law to: (1) share the data with US Youth Soccer; (2) enable US Youth Soccer to process the Data; (3) enable US Youth Soccer to contact Participants and/or guardians of Participants via written mail, email, mobile phone, text message, and residential telephone; and (4) enable US Youth Soccer to carry out the intended uses of Data as contemplated in Section 4 below. Organization Members shall provide accurate and up-to-date Participant data, and shall promptly and in any case no later than 24 hours after receiving such request, notify US Youth Soccer of any Participant’s request to delete such Participant’s data or otherwise limit the ability of US Youth Soccer to carry out the intended uses of the data as contemplated in Section 4 below.

Section 4. Use of Data

US Youth Soccer may use the database to—

- (1) communicate critical information to Participants and its Organization Members;
- (2) provide demographic and market information needed to efficiently manage all business operations;
- (3) create national, regional, state, and local statistical reports to be utilized by US Youth Soccer, its programs and events, and its Organization Members to implement the strategic plan of US Youth Soccer, enhance existing programs and events, implement new programs and events, and to plan for future programs and events;
- (4) create statistical reports limited to a particular Organization Member’s demographic information on the specific instance and request of that Organization Member, to be utilized only by that Organization Member;
- (5) promote US Youth Soccer events and programs using comprehensive marketing and advertising campaigns;
- (6) provide and improve our products or services; and
- (7) combine data collected from Organization Members with data collected from other sources.

Section 5. Sponsor Support

Subject to the provisions of this policy, US Youth Soccer may disclose Data or the Database to US Youth Soccer sponsors in connection with their respective national advertising campaigns, special promotions, and provision of member benefits, provided that the Participants are provided an opportunity “opt-out” of such disclosures. Notwithstanding this provision, US Youth Soccer shall not disclose or otherwise make available local databases to sponsors unless approved by the Board or the USYS CEO.

Section 6. Organization Member Access

US Youth Soccer may disclose database information relating to an Organization Member only to that Organization Member with respect to the preparation of demographic data (reports or maps) needed to secure sponsorships, make presentations to state or local governments, in the solicitation of special events, and for the management of the respective organization. US Youth Soccer may disclose general non-specific membership demographics and trends . These services shall be provided at no cost. All data will be accessible as provided by the hierarchy.

Section 7. Database Rentals

US Youth Soccer shall not—

- (1) act as a list broker for any Organization Member, and
- (2) knowingly disclose the database or any subset database to any entity not an Organization Member, except a sponsor as provided by section 5.

Section 8. Management of the Database

The US Youth Soccer national office or designated database management firm shall manage and maintain the primary database and subset databases under this policy subject to the supervision and oversight by the Board of Directors and the following:

- (1) All US Youth Soccer committees and those carrying out its programs and events may request access to the database or any portion of it to obtain statistical information or lists for internal administrative purposes only for their particular program or event.
- (2) US Youth Soccer sponsors may request access to the database as provided by section 5 by contacting the US Youth Soccer national office. All uses of data and mailing lists must comply with the requirements of contractual agreements.
- (3) Use by sponsors will be limited. The national office will manage the use of the database to maintain its value and to ensure confidentiality.
- (4) Users must utilize a US Youth Soccer approved mailing facility for all approved distributions. No facility will be approved unless it is bonded and has signed a confidentiality and non-disclosure agreement with US Youth Soccer.
- (5) US Youth Soccer, at its sole and absolute discretion, may require a copy of the responses from soccer constituents to a distribution, and this distribution may be controlled and processed through a US Youth Soccer designated fulfillment house in order to maintain the confidentiality of the list.

Section 9. Confidentiality and Privacy

US Youth Soccer shall either develop the capacity to perform data processing, database manipulations, and maintenance using equipment to be owned or rented by US Youth Soccer or retain the services of a database management firm to perform data processing. US Youth Soccer shall implement reasonable measures to help ensure the confidentiality of the data. Prior to disclosing the data, US Youth Soccer will ensure each agency or processing facility receiving the data has signed a confidentiality and non-disclosure agreement with US Youth Soccer. US Youth Soccer agrees that it will undertake reasonable measures to protect the secrecy and security of the data, and to prevent the data from falling into the public domain.

Section 10. Organization Member Requirements

Each Organization Member shall provide, make available, or export its current membership list of Participants (to the extent available) in electronic format, in a reasonable real-time basis as available through each Organization Member's technology. US Youth Soccer will provide a number of mechanisms for Organization Members to upload Data to the USYS National Data Center. US Youth Soccer will assist the Organization Member if its data is not in electronic format, by providing alternative methods of exporting data for processing. If the conversion of the Organization Member's Participant list to a format usable by US Youth Soccer incurs costs and expenses on the Organization Member, US Youth Soccer shall reimburse such reasonable costs and expenses to the Organization Member.

Section 11. Procedures and Guidelines

- (1) All requests for utilization of the database must be submitted to the national office in writing along with a copy of the information to be distributed.
- (2) The national office will review the request and information to be distributed for compliance with policies and guidelines.
- (3) The requested database access or System Access Rights will be setup for the specified date and method of distribution.
- (4) Once the distribution has been prepared, it will be forwarded to the designated and approved distribution facility.
- (5) Data can only be utilized for any of the following purposes:
 - (a) To promote soccer in the United States.
 - (b) To provide a specific member benefit which may be a product or a service that is not available to individuals outside of their affiliation with US Youth Soccer.
 - (c) To sell tickets to games and other soccer related events.
 - (d) To sell US Youth Soccer licensed merchandise.
 - (e) To sell soccer equipment and other soccer related products.
- (6) For purposes other than provided by clause (5), any request shall require approval of the Board of Directors or the USYS CEO and shall satisfy such other requirements as appropriate under the circumstances.

Section 12. Modifications, Waivers, and Delegation

The Board of Directors reserves the right to modify and waive provisions of this policy as appropriate on a case-by-case basis and may delegate its authority.

Appendix 1 - USYS National Data Center Data Dictionary

#	USYS DATA DICTIONARY
1	ClubID
2	SeasonID
3	Season
4	HomeSystemPlayerID
5	USSFID
6	FIFAID
7	TeamID
8	TeamName
9	PlayerLastName
10	PlayerFirstName
11	MiddleInitialName
12	PlayerEmailAddress*
13	Gender
14	DOB
15	Address1
16	City
17	State
18	ZIPCODE
19	Parent/Guardian1LastName
20	Parent/Guardian1FirstName
21	Parent/Guardian1CellPhone
22	Parent/Guardian1EmailAddress
23	Parent/Guardian2LastName
24	Parent/Guardian2FirstName
25	Parent/Guardian2CellPhone
26	Parent/Guardian2EmailAddress
27	Country of Birth
28	Country of Citizenship
29	POTUS

* for Players over 18 only

** Indicates if the player has played outside the U.S. with yes/no values

ADDENDUM

Privacy Notice for California Residents **Last Revised: December 2019**

This Privacy Notice for California Residents supplements the information contained in the USYS Policy on Database Submission, Management, and Use. <https://www.usyouthsoccer.org/bylaws-and-policies/> and applies solely to all individual visitors, users, and others who reside in the State of California (“consumers” or “you”). This Notice is not intended to apply to personal information USYS collects about our employees, applicants for employment, or contractors in the employment context. USYS adopts this notice to meet our disclosure requirements under California law.

Information We Collect

The USYS website collects information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“personal information”). Personal information does not include:

- Publicly available information from government records.
- De-identified or aggregated consumer information.
- Information such as:
 - Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data;
 - Personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver’s Privacy Protection Act of 1994.

USYS obtains personal information about your activities on this website indirectly from you by using targeting and other cookies. USYS website has collected internet or network activity of consumers such as information on consumers’ interaction with our website within the last twelve (12) months.

Use and Sharing of Personal Information

USYS Policy on Database Submission, Management, and Use describes our personal information use and sharing practices. In the preceding twelve (12) months, we have not disclosed personal information for a business purpose.

Sales of Personal Information

In the preceding twelve (12) months, USYS has not sold personal information.

Your Rights and Choices

California law provides California residents with specific rights regarding their personal information. This section describes your rights and explains how to exercise those rights.

Access to Specific Information and Data Portability Rights

You have the right to request that we disclose certain information to you about USYS collection and use of your personal information over the past 12 months. Once USYS receives and confirms

your verifiable consumer request (see Exercising Access, Data Portability, and Deletion Rights - below), USYS may disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- USYS business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - Sales, identifying the personal information categories that each category of recipient purchased; and
 - Disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

Deletion Request Rights

You have the right to request that USYS deletes any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see Exercising Access, Data Portability, and Deletion Rights - below), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

USYS may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 *et. seq.*).
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with a legal obligation.
9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Exercising Access, Data Portability, and Deletion Rights

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Calling us at 972-334-9300
- Sending an email to Jill Wisner at jwisner@usyouthsoccer.org.
- Visiting www.usyouthsoccer.org

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows USYS to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

USYS cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. USYS or a third party acting on our behalf may ask you to provide certain information to enable us to verify your request.

USYS will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Response Timing and Format

USYS endeavors to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time, we will inform you of the reason and extension period in writing.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

USYS will not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Personal Information Sales

California residents have the right to opt out of our disclosures of personal information that we have disclosed to third parties for valuable consideration. USYS does not sell the personal information of consumers as we currently understand the term under California law.

Non-Discrimination

We will not discriminate against you for exercising any of your rights mentioned above. Unless permitted by the California law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, USYS may offer you certain financial incentives permitted under California law that **can result** in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.

Other California Privacy Rights

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.

Changes to Our Privacy Notice

USYS reserves the right to amend this notice at our discretion and at any time. When we make changes to this notice, we will post the updated notice on our website and update the notice's revision date. **Your continued use of our website following the posting of changes constitutes your acceptance of such changes.**

Contact Information

If you have any questions or comments about this notice, the ways in which we collect and use your information, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

Phone: 972-334-9300

Site: www.usyouthsoccer.org

Email: jwiser@usyouthsoccer.org

Mailing Address: US Youth Soccer Association
Attn: Jill Wisner, Executive Assistant
9220 World Cup Way
Frisco, TX 75033