

PRIVACY POLICY

This Privacy Policy applies to the websites and services operated by Denver Hockey Academy "Our", accessible via www.DenverHockeyAcademy.com and any other online and/or mobile applications or websites operated by Us that are related to Us or partners collectively, the "Services").

This Policy sets out how the Organization and certain of its partners may collect and use any personal information which you provide through the Services. Please read it carefully before you proceed.

By visiting Our Services, and/or using the services offered on or through Our Services, you acknowledge you agree to the terms of this Privacy Policy as it may be amended from time to time. This Privacy Policy is incorporated into, and part of, the Terms and Conditions of Our Services, which governs your use of Our Services.

1. INFORMATION WE COLLECT

The Organization collects any information that you provide to the Services, including for example, when you register for an account and provide your email address, a password, and your name. Depending on how you use the Services, the Organization may also collect Information you provide us

- For an **individual user** when you register for an account, we collect, a minimum, your email address, a password, your name.

Depending on how you use the Services, we may also collect

- Contact information such as address and phone number of players and family members;
- Team member information, including where applicable information about your children;
- Messages and chat you send via the services;
- Team information, such as rosters, schedules, attendance, statistics, and scores;
- Activity information you upload, including photos, news, information and other content;
- Payment information;
- Survey responses and feedback;
- Information when you enter a competition or promotion sponsored by Us, sign-up for email newsletters and when you report a problem with the Services. You can choose not to provide us with some of this information, but doing so may affect your ability to use the Services;
- Messages you send to Us; and
- Transactional information.

We may receive your information from third parties that provide services for us in connection with the Services, and connect this information to your information that we already have.

Automatically Collected Information

We may also collect information from your device when you use the Services, including

- Details of your visits to Our Services including, but not limited to, traffic data, location data, weblogs and other communication data.
- Information about your computer, mobile phone, tablet, and all other similar electronic or mobile devices, including where available your IP address, operating system and browser type, device identifiers, device settings, device attributes, browser settings, the web pages of the Services you have visited, Services visited before and after you visit a Service, and the content and advertisements you have accessed, seen, forwarded and/or clicked-on.
- Information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies are small pieces of information (e.g., cookies, web beacons, pixels, gifs tags or other similar technologies) sent by a web server to a web browser which allow the web server to recognize the web browser. This operates as a piece of data stored on your browser or device, or may identify, compile, aggregate and/or collect information through other means. They help Us to improve Our Services and to deliver a better and more personalized service. You can control how your browser handles cookies received from websites. You can choose to refuse all cookies, or to be prompted before a cookie is saved to your hard drive, or to only accept cookies from certain websites that you designate. Information on deleting or controlling cookies is available at **www.AboutCookies.org**. By refusing to accept cookies from Us, you may not be able to use some of the features and functionality available on Our Services.
- *Geolocation Information.* If you are accessing a Service from a mobile device or through a mobile application, you may be asked to share your precise (GPS level) geolocation information with us so we can customize your experience on our platform. If you agree to such collection, in most cases, you will be able to turn off such data collection at any time by accessing the privacy settings of your mobile device and/or through the settings in the applicable mobile application.
- *Social Media Information.* You also can engage with the Services through social media services or other third party platforms, such as Facebook, or other third-party social media plug-ins, integrations and applications. When you engage with our content on or through social media services or other third party platforms, plug-ins, integrations or applications, you may allow us to have access to certain Information in your profile. This may include your name, e-mail address, photo, gender, birthday, location, an ID associated with the applicable third party platform or social media account user files, like photos and videos, your list of friends or connections, people you follow and/or who follow you, or your posts or "likes." For a description on how social media services and other third party platforms, plug-ins, integrations or applications handle your information, please refer to their respective privacy policies and terms of use, which may permit you to modify your privacy settings.

2. USE OF INFORMATION

Your information may be used by the Organization to:

- Provide the Services
- For any specific purpose for which it was provided or volunteered. To send you information
- To Prevent fraud and defend legal rights
- To comply with applicable law

We use the information we collect in the following ways:

- Provide the Services, including to
 - responding to your requests or inquiries;
 - providing technical support;
 - sending you service-related communications, including announcements and administrative messages;
 - displaying certain content, such as content you upload and make available, comments, messages, scores, availability; photos, statistics and rankings;
 - analyzing and improving the Services;
 - processing your entries into sweepstakes, contests or promotions.
- For any specific purpose for which it was provided or volunteered.
- To develop, market, sell or provide products and services.
- To providing you with advertising based on your activities and interests;
- To send you newsletters, surveys and information about products, services and promotions offered by Us or our partners.
- To Prevent fraud and defend our legal rights, including to
 - protect the safety of our users and others;
 - enforce our terms of service; and
 - prevent fraud or any other potentially illegal activities.
- To comply with applicable law

3. DISCLOSURE OF INFORMATION

We may share your information with:

- **Service providers that perform certain business-related functions on our behalf:** including analytics, website hosting, transaction fulfillment, payment, contest, sweepstakes and promotion administration.
- **Advertisers, Advertising Networks, and Other Third Parties:** information about how you use the Services and interact with content or ads to better tailor services, products, marketing and advertising on our service or on third party platforms.

- **Social Networks: if you use social networks through the services.** To control this sharing of information, please review the relevant social network’s privacy policy.
- **Other Users:** depending on how you use the Services your information may be available to other members of your league.
- **As required by law in with Law Enforcement Agencies or Regulators to:**
 - protect our legal rights, privacy or safety, and that of our users, or other individuals;
 - protect against fraud or other illegal activity;
 - respond to inquiries or requests from government, law enforcement, or public authorities;
 - comply with the law including with subpoenas, search warrants, court orders, and other legal process; or
 - enforce applicable terms of service.
- **National Governing Bodies:** The Organization may share your information with the following National Governing Body of your sport, for instance to confirm your eligibility to participate in a sport.

4. SPORTSENGINE

The Services are powered by SportsEngine. SportsEngine collects information from users depending on how they use the Services, as set forth in the NBCUniversal Privacy Policy.

- For logged in users, SportsEngine may collect:
 - device identifiers and usage data for analytics purposes,
 - data related to messages in the SportsEngine account, and
 - volunteer information such as name and email address.
- When administrators are logged in, SportsEngine may collect:
 - device identifiers and usage data for analytics purposes,
 - data related to messages in the SportsEngine account,
 - administrator information such as name and email address data, and other relevant information when the administrator connects with SportsEngine personnel, for instance through the built-in chat feature.
- When users are not logged in to SportsEngine, SportsEngine collects device identifiers and usage data for analytics purposes.

5. ADVERTISING AND ONLINE TRACKING

We may allow third-party companies to serve ads and collect certain information when you visit the Services. These companies may use certain information (e.g., clickstream information, web

browser type, time and date, subject to advertisements clicked or scrolled over) during your visits to the Services and other websites in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use a cookie or third-party clear gif/web beacon to collect this information. Our systems do not recognize browser “Do Not Track” signals, but several of Our service providers who utilize these cookies or web beacons on Our Services enable you to opt out of targeted advertising practices. To learn more about these advertising practices or to opt out of this type of advertising, you can visit www.networkadvertising.org or www.aboutads.info/choices.

6. HOW WE PROTECT YOUR INFORMATION

We maintain procedural, technical, and physical safeguards to help protect against loss, misuse or unauthorized access, disclosure, alteration, or destruction of the information you provide. These safeguards vary depending upon the sensitivity of the information we collect and store. Please be aware that no security solutions are infallible.

7. RETENTION

Your information will be retained for as long as is reasonably necessary for the purposes listed above or as required by applicable local law. We may keep an anonymized form of your personal information, which will no longer refer to you, for statistical purposes without time limits, to the extent that we have a legitimate and lawful interest in doing so.

8. YOUR RIGHTS & CHOICES

- You may unsubscribe from our email newsletters or promotional emails by following the opt-out instructions contained in the email. You cannot unsubscribe from service-related, transactional, or emails.
- You may be able to access and correct certain information through the features provided by the Services. In addition, where legally required, we will provide users with access to their information and the ability to review, update, correct, and/or delete it. We will take reasonable steps to verify your identity.

9. PUBLIC AND INTERACTIVE AREAS OF OUR SERVICES

Personal information that you post on or through the public areas of Our Services are generally accessible to, and may be collected and used by, others and may result in unsolicited messages or other contact from others. You should not provide personal information about yourself in

public or interactive areas of Our Services. Such personal information is not covered under this Privacy and Cookie Policy.

10. CHANGES TO OUR PRIVACY POLICY

Any changes We may make to Our privacy policy in the future will be posted on this page and will be effective upon posting and as reflected in the “Last revised” date shown in the revised policy. Your continued use of Our Services after any such changes are posted will be considered agreement to such changes. Under certain circumstances, We may also elect to have such changes notified to you by e-mail or by posting a notice on the front page of Our Services. You should regularly check back to this page from time to time.

11. CONTACT

Questions, comments and requests regarding this Privacy Policy should be addressed to **DENVER HOCKEY ACADEMY.**