

## Privacy Policy

Effective Date: 9/1/2022

This Privacy Policy explains how North Mission Viejo Little League collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at [www.nmvll.org](http://www.nmvll.org).

### COLLECTION OF PERSONAL INFORMATION

#### *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 website that you designate. Information on deleting or controlling cookies is available at [www.AboutCookies.org](http://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.

Information collected from our partners: We may collect personal information about you from our thirdparty partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, your demographic information, shopping history, and geographic location.

## **USE OF PERSONAL INFORMATION**

We may use information collected about you for any lawful purpose, including the following:

- To provide you with our products and services, customer service and support, and other relevant information;
- To market our products and services to you, including by email and text message subject to your consent;
- To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts;
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected.

## **DISCLOSURE OF PERSONAL INFORMATION**

We may share the information we collect with other parties, including the following:

- With third-party service providers to assist us with providing and marketing our products and services, such as payment processors, data hosting services, analytics services, online store support, advertising partners, and email service providers.
- With Constant Contact, to send email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contactdata-notice>.
- With any affiliates or joint venture partners that we may have in the future.
- As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been de-identified or aggregated without limitation.

Our website may offer interactive features, such as the ability to leave reviews, that you can use to communicate with other website visitors or to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.

## **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.

## **DIGITAL ADVERTISING & ANALYTICS**

We may authorize our advertising partners to use cookies and similar technologies on our website to automatically collect certain information from your device, and we may share information about you, your purchases, and your interactions with our website with our advertising partners. These partners may also collect information from other websites or apps over time, including information about

relationships among different browsers and devices. Such information can be used by us or our advertising partners to serve more relevant targeted ads. For more information about this type of advertising and how to opt out of targeted advertising from our advertising partners, go to [www.aboutads.info](http://www.aboutads.info).

We may also work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising purposes. We use Google Analytics and other third-party services to improve the performance of the website and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our website, visit [www.google.com/policies/privacy/partners](http://www.google.com/policies/privacy/partners), and to opt out of Google Analytics, visit [tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout).]

Your web browser may allow you to block or disable cookies; however, parts of our website may not function properly if you do so.

#### **EMAIL AND TEXT MESSAGE COMMUNICATIONS**

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as order confirmations.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us.

#### **UPDATING YOUR INFORMATION**

When you have an account with us, you may review, change, or update your contact information by logging into your account.

#### **CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy at any time. Please review it frequently.

#### **CONTACT INFORMATION**

If you have any questions about this policy or our privacy practices, please contact us at [info@nmvll.org](mailto:info@nmvll.org)