

## **American Youth Soccer Organization Privacy Policy**

The American Youth Soccer Organization (AYSO), a non-profit membership organization, strives to provide world class youth soccer programs that enrich children's lives in a safe, fair, fun, family-friendly environment. As such, we pledge our commitment to preserve and protect our members' rights to privacy and confidentiality as necessary and appropriate. The following Privacy Policy is designed to fulfill this commitment.

AYSO requires all players and volunteers (members) to register with the organization and provide personally identifiable information necessary for participation in its programs. For players, this information includes name, date of birth, home address, parent contact details including phone numbers and email addresses, emergency contact information, and any medical conditions that may affect the player's ability to participate safely. When a credit or debit card is used as a form of payment for any registration or membership fees, this information is used to complete the transaction and is not stored by AYSO.

Volunteers are required to provide full legal name, date of birth, address, contact information including phone number and email address, a photo identification card number and social security number. The latter two data fields are used for background screening and are encrypted in transmission to a commercial background screening vendor.

Volunteer disclosures and any background check results provided to the Organization are considered private and confidential and are secured with both restricted electronic and physical access limited to only the employees of the Risk Management Department of the National Office for the purpose of determining volunteer eligibility. Background check results are only available to the individual upon request and are not disclosed to any other party.

AYSO's data, file and communications systems utilize the highest level of security, encryption and firewall protection available and are inspected and tested regularly. Physical files are stored in a restricted access, alarmed room.

AYSO does not sell or disseminate personally identifiable information. Premier, National and Supporting sponsors are permitted to send information including advertisements to AYSO's membership; however, they are not given direct access to membership data. AYSO remains the sole owner of its membership data and any dissemination of information or contact with members requires the approval of the National Executive Director at the National Office.

Player and volunteer photographs and video may be taken from time to time and used in AYSO training and promotional materials as permissioned through the AYSO Registration forms. Volunteer identities shall not be divulged in this process and the identities of players shall be protected in all public forums.

AYSO also collects membership information through email correspondence and online forms including surveys, contests and other promotions. This information is entered willingly and knowingly by the user. Additional information that may be automatically collected includes IP addresses, browsers, webpages on AYSO sites viewed by users, etc. This information is used by AYSO to improve membership communications and experiences with the Organization and may be shared with third party partners in the form of statistical and demographic data, never on an individual basis.

Posted: 1/24/2017

In compliance with the [CAN-SPAM Act](#), all of AYSO's members have the opportunity to opt out of any AYSO-based promotional emails.

AYSO does not knowingly collect or use personal information from children under the age of 13 without the consent of their parents, on any websites or for any contest, in compliance with [Children's Online Privacy Protection Act](#) (COPPA).

AYSO strives to be a transparent nonprofit organization to its membership, this Privacy Policy addresses policies of AYSO regarding information collected from AYSO's membership, including information collected at registration and directly from the website, [www.ayso.org](http://www.ayso.org) and its affiliates.

### **What kind of personally identifiable information does AYSO collect?**

AYSO collects the names, email addresses, phone numbers, addresses and credit/debit card information when AYSO members register their players for AYSO soccer. While your credit/debit card information is taken, AYSO does not store this information. AYSO also collects personally identifiable membership information through email correspondence and online forms including surveys, contests and other promotions. This information is entered willingly and knowingly by the user.

Additional information that may be automatically collected include IP addresses, browsers, webpages on AYSO sites viewed by users, etc. This statistical information is used so that AYSO can determine what areas of our sites are performing well or are not performing well and so that we can improve our membership's digital experience.

AYSO may share this statistical data to third parties; however, no personal identifying information is shared without our users' permission.

Once collected, this information is used to better serve our membership. We do not sell or share this information with third parties that are not otherwise stated in this policy.

We may also track conversion data from our correspondence (namely email) so that AYSO can measure our effectiveness in marketing and promotions.

In compliance with the [CAN-SPAM Act](#), all of AYSO's membership have the opportunity to opt out of AYSO-based promotional emails.

### **What does AYSO do with my personal information?**

The information collected by AYSO may be used for marketing or promotional purposes, recordkeeping, editorial and feedback purposes or content improvement.

### **Does AYSO collect information from minors?**

In compliance to [Children's Online Privacy Protection Act](#) (COPPA), AYSO does not knowingly collect or use personal information from children under the age of 13 without the consent of their parents. If the situation arises where a child has provided AYSO personal information without the consent of their parents, the parents should contact AYSO immediately to remove that information.

### **How does AYSO protect my personal information?**

AYSO protects your personal information with strict internal procedures at AYSO National Office.

### **Does AYSO share my personal information with third parties?**

AYSO does not provide direct access to personally identifiable information by sharing or selling our memberships' information. Our Premier, National and Supporting sponsors are all permitted to send information including advertisements to AYSO's membership; however, they do not have access to personally identifiable information to directly contact AYSO's membership.

These sponsors, as of Dec. 1, 2016 include, but are not limited to, FOX Sports 1, Nestle NESQUIK, Continental Tire, Dole, American Soccer Co./Score, etc. For more information on our current sponsors, please visit our [website](#).

**How can I update my personal information?**

Please email us if you need to update the contact information that we currently have on file. Please email us via the email address on file (your former address, the one we currently have) so we can verify ownership.

**Does AYSO use photographs shared on Social Media?**

AYSO does, on occasion, use photos shared by our membership on Social Media, which includes Facebook, Instagram and Twitter. Nonetheless, whether professionally taken or not, AYSO does not publish the names or locations of the children in the photo. For more information, please view our [Social Media Policy](#) or utilize our [Safe Haven](#) resources.

**How does AYSO determine volunteer eligibility?**

AYSO determines whether or not a volunteer is able to be a volunteer based on background check we conduct. AYSO will share the results of that background check with the volunteer applicant, but will not share them with anyone else.

**Will AYSO update this Privacy Policy?**

AYSO is continually striving to improve and our policies will be reviewed every 90 days. AYSO reserves the right to update and modify this policy at any time by posting modifications on the website, [www.ayso.org](http://www.ayso.org).

The date the Privacy Policy was last updated can be noticed at the top of the statement.

**How do I reach AYSO National Office if a privacy issue arises?**

**Mail:**

American Youth Soccer Organization  
19750 S Vermont Ave  
Suite 200  
Torrance, CA 90502

Or email: [morgantookey@ayso.org](mailto:morgantookey@ayso.org)