

PRIVACY POLICY

USA FOOTBALL, INC., USA Football Foundation, Inc., and Heads Up Football, LLC (collectively, "USA Football" or "USAFB") encourages you to read this policy ("Policy") before using the websites www.usafootball.com, www.nffflag.com, www.nflppk.com, or any other USA Football applications, including, but not limited to, any and all social media operated by USA Football, collectively referred to as the "Site." This Policy is effective as of March 20, 2017. Your prior activities on the Site may have been governed by an earlier version.

GENERAL

USA Football is committed to protecting the privacy of information provided by users of our Site. We created this Policy with a fundamental respect for our users' right to privacy and to guide our relationships with our users. The Policy discloses the privacy practices for the Site. USAFB may modify the Policy at any time and, accordingly, we urge you to frequently review the Policy. USAFB will always apply the Policy under which your information was collected, unless we obtain your consent.

USAFB PARTIES

USA Football operates the websites www.nffflag.com and www.nflppk.com as extensions of the NFL FLAG and NFL PUNT PASS KICK programs that we manage under licenses from, and in collaboration with, the National Football League and its subsidiaries and affiliates, including but not limited to NFL Properties LLC, NFL Ventures, L.P., NFL Ventures, Inc., NFL Productions LLC, NFL Enterprises LLC, NFL International LLC, and NFL Member Clubs (collectively, "the NFL Parties"). Data collected in association with NFL FLAG, NFL PUNT PASS KICK and Heads Up Football is shared with the NFL Parties.

WHAT INFORMATION DO WE COLLECT?

Personal Information: As a visitor to the Site, you may participate in Site activities by providing any personal information. However, to have access to some features of the Site you may be asked to provide certain personal identifiable information ("Personal Information") including, but not limited to:

- Full name
- Birth date
- City and state of residence
- Shipping and billing addresses
- Phone number
- Credit card number
- Email
- Football league, club or school affiliations

Participation in these activities is voluntary, and you may choose not to disclose such information by not participating in the activity. By using the Site and providing us with your Personal Information, you consent to USAFB's use of such information as described in this Policy.

Anonymous Information: USAFB or our business partners may also collect information that is anonymous, such as your IP number (a number used to identify your computer on the Internet) or the type of browser you are using ("Anonymous Information"), through the use of cookies or by other means. USAFB hopes that, by using Anonymous Information, we can update the Site to make it more useful to you and other users. USAFB reserves the right to maintain, update, disclose or otherwise use Anonymous Information, without limitation, including use for industry reporting purposes.

HOW DO WE USE THE INFORMATION WE COLLECT?

USAFB may use your Personal Information for various purposes, including the following:

- to publicly recognize you as a USA Football certified coach on our Site by listing your name, city and state, your football organization, and your USAFB coaching certifications
- to process your registration or orders
- to administer your account
- to administer and improve the Site and related services
- to notify you of our or third-party (including the NFL Parties) products, services, promotional events or special offers that maybe of interest to you
- to enhance your online experience and content
- to make information and opportunities available to you (including from the NFL Parties)
- to provide Internet security
- to contact you for distribution of prizes associated with contests and prizes
- to meet legal requirements

Business Partners: USAFB may work with our business partners who may perform certain functions on our behalf, such as fulfilling orders, sending email messages, managing data, processing credit card payments or providing customer service. These business partners have access to your Personal Information only to the extent necessary to perform these specific functions and may not use it for any other purpose.

Third-Parties: When USAFB offers co-branded, customized or sponsored products and services, or when we join with other parties to provide specific products or services, we may share your Personal Information with them. However, we do not share credit card information with such third-parties. These third-parties, including the NFL Parties, will use the information according to their own privacy policies, and we urge participants to read those policies before registering. USAFB may use third-party advertising companies to place ads on the Site and to place our ads on other websites. These companies may use Anonymous Information about your visits to this and other websites to provide advertisements on the Site and other sites about goods and services that may be of interest to you.

Sale of Assets: If USAFB is involved in the sale of a substantial portion of its business assets, Anonymous or Personal

Information may be among the transferred assets.

COOKIES AND WEB BEACONS

The Site has features that automatically collect information from you to deliver content specific to your interests and to honor your preferences. This information assists us in creating sites that will serve the needs of our users. Similar to other websites, we use a technology called "cookies," a piece of data stored on your hard drive containing information about you. For registered members to the Site, cookies save you time by saving information such as your password and preferences. You might reject the cookies, however, doing so might limit your use of some areas of the Site. Additionally, we may note some of the pages that you visit on the Site through the use of pixel tags (also called clear gifs). The use of cookies and pixels enable us to track and target your interests to enhance the experience on the Site. Some of our publishers or sponsors may use cookies on the Site in announcements. However, we have no access to or control over these publishers' or sponsors' cookies; we urge you to read their privacy policies for information.

You will be notified if the Site desires to use your location and you will be required to opt-in to such use. All such information will be used in accordance with the terms hereof.

COMMUNICATIONS

To USAFB: The Site may have features where you can submit information to us (such as our feedback forms or committee interest forms). Such submissions may be made public. Requests for service, support or information may be forwarded as needed to best respond to a specific request. We may retain e-mails and other information sent to us for our internal administrative purposes, and to help us to serve customers better. When you send an email or submit information to us through the Site, you are communicating with USAFB electronically. You thereby consent to receive communications from USAFB or the NFL Parties electronically. We will communicate with you by email or by posting notices on the Site. All agreements, notices, disclosures and other communications that USAFB provides to you electronically satisfy any legal requirement that such communications be in writing.

From USAFB: In order to best serve our members, we may send updates that contain important information about the Site and our services. For example, we send new members a welcoming message, and verify password and username for our password-protected sites. We may also communicate with you to provide requested services and for account-related issues via e-mail, phone or regular mail. We offer you the option to receive information about our organization, related products, services and special events. You can choose not to receive these communications, as set forth in our Permission section below.

REVIEWING YOUR PERSONAL INFORMATION

Members of USA Football may update their Personal Information (such as a change in address, email, or phone number) by logging into the members-only portion of the Site. Non-USA Football members may update their Personal Information by contacting Member Services by phone at 1-877-536-6822, or by e-mail membership@usafootball.com. If you no longer desire our product(s)/service(s), you should also contact Member Services for the applicable product or service.

SOCIAL MEDIA CONTESTS AND PROMOTIONS

Periodically, USAFB operates contests and promotions via social media that may require entrants to register or submit personal information. All entry data (e.g. name, email, address, telephone number, age, and other personal information) submitted via the online entry form will be provided to USAFB and possibly the NFL Parties or a USAFB promotional partner. Participation is voluntary, and you will have the option of whether or not you disclose such information. The information may be used by USAFB to notify and contact promotion prize recipients regarding prize delivery or other related purposes. It is also possible that USAFB publicly share some of your personal information via social media or our Site, in the event that you are a finalist or win.

If a third-party advertiser or sponsor hosts a contest or promotion, we do not collect nor do we control the personal information collected from you. Before participating, we encourage you to read the advertiser's or sponsor's privacy statement and rules applicable to the contest or promotion.

PERMISSION

You are given the opportunity to choose whether to receive information from USAFB, the NFL Parties, our sponsors or our publishers not directly related to the registered services. You also have the opportunity to choose whether to have Personal Information shared with third parties for marketing purposes. Instructions for how to exercise this choice are contained in e-mails sent by us, on our product web sites and in each of our publications. Should you wish to not have your information shared with USAFB approved third parties, please email USAFB at membership@usafootball.com. Please note that we will endeavor to implement requests within a reasonable time, although for a time you may continue to receive mailings or communications transmitted based on information released prior to the implementation of the request. You will continue to receive information directly related to your registered services, so you always are kept informed.

PRIVACY OF CHILDREN

USAFB encourages parents and guardians to be aware of and participate in their children's online activities. We strictly adhere to the Children's Online Privacy Protection Act ("COPPA") and will not knowingly collect, use or disclose Personal Information from any child under the age of 13 in any manner that violates this law.

Parents and legal guardians have the following rights with regard to their child's personal information:

- USAFB will not require a child under the age of 13 to disclose more information than is reasonably necessary to participate in the site;
- Parents or guardians may review their child's personal information and direct USAFB to delete the information and refuse to allow further collection or use of the child's information;
- Parents or guardians may agree to the collection and use of their child's information, but still direct USAFB not to allow disclosure of that information to third parties.

If a parent or legal guardian desires to exercise these rights, please contact USA Football's General Counsel at (317)-614-7750.

SECURITY

We use industry-standard encryption technologies when transferring and receiving your information. Additionally, we implement commercially reasonable security measures at our physical facilities to protect against loss or misuse of your information. USAFB uses Secure Sockets Layering (SSL) to encrypt your personal credit information, including your credit card number, before it travels over the Internet. Any unauthorized use of the Site may result in criminal and/or civil prosecution.

LINKS

This Policy applies only to this Site. The Site may contain links to other third-party websites beyond our control. USAFB is not responsible for the privacy practices or content of such websites, even if such websites are listed as affiliates or as those with whom we have partnered. We encourage you to be aware of this when you leave our Site and to read the privacy statements of every website to which we link that collects Personal Information from you. Also, we are not responsible for the misuse of USAFB's name, products or services listed on other websites.

CALIFORNIA PRIVACY RIGHTS

Beginning January 1, 2005, California law permits individuals who are California residents to request information regarding our disclosure of your Personal Information to third parties for marketing purposes. To make such a request, please send an email to membership@usafootball.com, or write to us at: USA Football, 45 N Pennsylvania Street, Suite 700, Indianapolis, IN 46204.

HOW TO CONTACT US

For questions or concerns regarding this privacy statement or the practices of the Site contact:

USA Football

45 N Pennsylvania Street

Suite 700

Indianapolis, IN 46204

Phone: (877)-536-6822

Email: membership@usafootball.com