

# PRIVACY POLICY

Last modified: August 10, 2020

## I. Introduction

Kansas City Soccer Foundation, Inc. d/b/a The Victory Project, the official charity of Sporting Kansas City and a Section 501(c)(3) tax-exempt organization, (“**Company**” or “**We**”) respect your privacy and are committed to protecting it through our compliance with this policy. This policy describes the types of information we may collect from you or that you may provide when you visit the victorykc.org (our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

A. **Included Collection.** This policy applies to information we collect on this Website; in email, in any other electronic communications between you and this Website; or when you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

B. **Excluded Collection.** This policy does not apply to information collected by us, offline or through any other means, including on any other website operated by Company or any third party (including our affiliates); or by any third party, including through any application, advertising, or other content that may link to or be accessible from or on the Website.

## II. Your Choice

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. By accessing or using this Website, you agree to this privacy policy. If you do not agree to this privacy policy, please discontinue your use of this Website. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

## III. Children Under the Age of 13

Although our foundation serves children of all ages, our Website is not intended for use by children under 13 years of age. No one under age 13 may provide any information about himself or herself to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website or on or through any of its features, make any purchases through the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If you are under 13 and would like to be nominated as an Honoree, please ask your parent or another adult to fill out [the form](#) for you. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have collected any information from a child under 13, please write to us at 2020 Baltimore Avenue, Suite 400, Kansas City, MO 64108, or send us an email at [thevictoryproject@sportingkc.com](mailto:thevictoryproject@sportingkc.com).

## IV. Information We Collect About You and How We Collect It

A. **Types of Information.** We collect several types of information from and about users of our Website, including:

1. Information by which you may be personally identified, including but not limited to your name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline (“**personal information**”);
2. Payment information through our vendors, although we do not see or access that information ourselves;
3. Information that is about you but individually does not identify you; or
4. Information that describes your internet connection, the equipment you use to access our Website, and details about your usage of our Website.

We collect this information directly from you when you provide it to. We may also collect information about you from third parties, including but not limited to Stripe, Amazon, and their affiliates or subsidiaries. By providing your email address to us, you agree to receive promotional emails from ourselves and our affiliates, subject to the opt-out procedures described in each email.

B. **Information You Provide to Us.** The information we collect on or through our Website may include:

1. Information that you provide by filling in forms on our Website. We may ask you for information when you purchase a product, sign up for an event, report a problem with our Website, or for other reasons;
2. Records and copies of your correspondence (including email addresses), if you contact us;
3. Your responses to surveys that we might ask you to complete for research purposes; and
4. Details concerning the transactions you carry out through our Website and of the fulfillment of your orders.

The information we collect this way may include personal information, which we may maintain or associate with personal information we collect in other ways or receive from third parties.

C. **Automatic Data Collection Technologies.**

We do not collect personal information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to us.

## V. **Third-Party Use of Cookies and Other Tracking Technologies.**

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies, alone or in conjunction with web beacons or other tracking

technologies, to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

## **VI. How We Use Your Information**

A. **Principal Uses.** We use information that we collect about you or that you provide to us, including any personal information:

1. To present our Website and its contents to you.
2. To provide you with information, products, or services that you request from us.
3. To fulfill any other purpose for which you provide it.
4. To carry out our obligations and enforce our rights arising from any contracts entered into between you and us (including, but not limited to, billing, collection, or fulfillment through Stripe, Amazon, their affiliates, or their subsidiaries).
5. To notify you about changes to our Website or any products or services we offer or provide through it.
6. To advertise events, products, or other items to you.
7. To allow you to participate in interactive features on our Website.
8. In any other way we may describe when you provide the information.
9. For any other purpose with your consent.

## **VII. Disclosure of Your Information**

A. **Non-Personal Information.** We may disclose aggregated information or other information that does not identify any individual without restriction.

B. **Personal Information.** We may disclose personal information that we collect or you provide as described in this privacy policy:

1. To our subsidiaries and affiliates.
2. To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them, including but not limited to Stripe, Amazon, and their affiliates or subsidiaries.

3. To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Sporting Kansas City's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Sporting Kansas City about our Website users is among the assets transferred.
4. To fulfill the purpose for which you provide it.
5. For any other purpose disclosed by us when you provide the information.
6. With your consent.

C. **Other Disclosures.** We may also disclose your personal information:

1. To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
2. If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of us, our users, our affiliates, or others.

### **VIII. Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us. If you do not wish to have your contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to [thevictoryproject@sportingkc.com](mailto:thevictoryproject@sportingkc.com). If we have sent you a promotional email, you may send us a reply email asking to be omitted from future email distributions or use the opt-out feature at the bottom of each email. Any such opt-out does not apply to information provided to the Company as a result of a purchase, event registration, or other transactions.

### **IX. Accessing and Correcting Your Information**

You can review and change your personal information by sending us an email at [thevictoryproject@sportingkc.com](mailto:thevictoryproject@sportingkc.com) to request access to, correct or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

### **X. Your California Privacy Rights**

While we do not make any such disclosures, California 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. To make such a request, please send an email to [thevictoryproject@sportingkc.com](mailto:thevictoryproject@sportingkc.com) or write us at: 2020 Baltimore Avenue, Suite 400, Kansas City, MO 64108.

### **XI. Data Security**

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

## **XII. Changes to Our Privacy Policy**

We will post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. We will also notify you by email if we have gathered your email address through the Website in any manner. The date the privacy policy was last revised is identified at the top of this page. You are responsible for periodically visiting our Website and this privacy policy to check for any changes.

## **XIII. Contact Information**

To ask questions or send comments about this privacy policy or our privacy practices, write to us at 2020 Baltimore Avenue, Suite 400, Kansas City, MO 64108, or send us an email at [thevictoryproject@sportingkc.com](mailto:thevictoryproject@sportingkc.com).