

Privacy Statement

This Privacy Statement governs your use of www.shorelinesharkshockey.com ("Site"). The Site is owned and operated by Shoreline Sharks Youth Hockey, Inc. ("Sharks", "We", "Our" or "Us") or by third party vendors on behalf of Sharks. This Privacy Statement is part of the Terms and Conditions of Use for Our Site. Please be sure to read the Terms and Conditions of Use. By using Our Site, you agree to be bound by the Terms and Conditions of Use. If you do not agree to the Terms and Conditions of Use, please do not use Our Site. In addition, this Privacy Statement contains important information about Our use of photographs, images, and personal attributes of Sharks participants.

This Privacy Statement describes Our current privacy-related policies and practices. We reserve the right to revise, update or modify this Privacy Statement at any time without prior notice. We will do so by posting a revised, updated or modified version of this Privacy Statement on our Site. Your use of our Site or continued participation in Sharks team events following any such change without notifying Sharks of your desire to opt out constitutes your agreement to be subject to the revisions, updates, and or modifications. Therefore, you should access the Privacy Statement posted on the Site regularly for any revisions, updates or modifications.

Version: July 25, 2016

A. Use of Sharks Website

We are committed to respecting the personal privacy of the individuals who use Our Site. This Privacy Statement describes Our current policies and practices with regard to information We collect through Our Site, including personal information. The term "personal information" means information about an individual which is specific to that individual, such as, without limitation, their name, age, telephone number, e-mail address, mailing address, preferences, or other information belonging to that individual, but excludes information generally available or known in the public domain.

Users Under 18. We do not permit individuals under the age of 18 to register for participation with the Sharks or to engage in certain other activities on Our Site without the permission of a parent or guardian.

Your Consent. By using Our Site, you consent to the collection, use and disclosure of your personal information. If you do not consent to the terms of this Privacy Statement, please do not use Our Site.

Personal Information Collection. We collect the personal information you supply when you use Our Site, such as when you register for membership or participation in Sharks or register for any event on Our Site, place an order in Our online store, ask a question, post a comment, enter a contest, or complete a survey. The types of information We may collect is more particularly described as follows:

Volunteered Information: This category consists of information that you voluntarily provide to Sharks upon your registration or enrollment and information that you subsequently volunteer to Sharks, with or without the request of Sharks.

Transaction Information: This category consists of information you provide to Sharks in the course of your purchase of goods or services through the Site, which may include contact information, billing and shipping addresses and financial information such as credit card number, expiration date and security code. Information that you may provide to a third party other than Sharks during a transaction consummated by access to the third party through the Site is not included in this Privacy Statement and will be subject to the privacy policies and practices, if any, employed by that third party.

"Cookie" Information: As is the case with many websites, the Site uses standard technology called "cookies," which are small data files that are downloaded onto your computer when you visit a particular site. Cookies automatically identify your browser to the Sharks server whenever you interact with the Site. Sharks uses cookies to keep track of your preferences, but cannot track any activity by you on other websites. If you prefer not to have any information collected by cookies, you may disable cookies by turning them off in your browser; however, some areas of the Site may not function properly if you do.

All of these types of Information about you may be maintained by Sharks on computers located in the United States, and may be transferred from time to time among those computers.

These types of information will be retained by Sharks indefinitely until Sharks or its successors determines that it is no longer needed, at its sole discretion.

How We Use Personal Information. We use your personal information to provide the information, offerings and services you request, confirm your membership or enrollment in Sharks or your registration to an event, or to fill orders you place through our Site. For example, we use your e-mail address to respond to your comments or questions, to notify you of events, or to provide other information We, in our discretion, deem relevant to the Sharks community. We may use your personal information to tailor our Site to meet the needs of Our users. We also use personal information collected through our Site to improve the content and functionality of our Site, to better understand our visitors and members, to improve our offerings and services, and to market our events, offerings and services to our visitors and members.

In addition, we use personal information to contact you with offers and information about events, offerings and services from *other* organizations that We, in our discretion, believe will be of interest to you. If you would prefer that We not contact you for these purposes, you may indicate this preference by writing Us at:

Shoreline Sharks Youth Hockey, Inc.
P.O. Box 277
Guilford, CT 06437

We will use reasonable efforts to honor such requests. You must understand, however, that even if you "opt-out," you may still receive communications from Us, for example, if We receive your contact information from another source or if We initiated the communication before We received your "opt-out" request.

Disclosure of Personal Information. We share personal information collected through our Site with affiliated organizations (such as USA Hockey, other hockey organizations, leagues or teams) and other organizations that are part of Our affiliates, who may use this information in ways similar to how We use this information. In addition, We reserve the right to share personal information with local hockey organizations. We also share personal information collected through our Site with selected third party business partners, who may use the information to provide special opportunities and offers to you. If you would prefer that We not share your personal information with Our affiliated organizations or business partners, you may indicate this preference by writing Us at:

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P.O. Box 277
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We will use reasonable efforts to honor such requests. You must understand, however, that even if you “opt-out,” you may still receive communications from Our affiliated organizations or business partners, for example, if they received your contact information from another source or if they initiated the communication before We received your “opt-out” request.

We share personal information collected through Our Site with third party vendors who act for Us or on Our behalf, for example, to help Us process or fill your orders, run promotions or provide other support services. Our affiliates and Our business partners may also share personal information with vendors who provide support services to them. These vendors need information about you in order to perform their functions. These vendors are not authorized to use the information We share with them (or that Our affiliates and business partners share with them) for any purpose other than to provide services to Us, Our affiliates or Our business partners.

Sharks has engaged or may engage certain third party service providers to perform services on Our behalf in connection with the management and operation of certain features of Our Site (including without limitation operation of an online store or our Site’s registration functionality). As such, the third party provider will have access to and will use the personal identifiable information you provide in connection with your purchases on the store, subject to the terms of Shark’s agreement with third party provider. The third party provider may use your data for payment processing and authorization, fraud protection and credit risk reduction, website evaluation and data analysis.

In addition, there may be some other, limited circumstances in which We may share or transfer personal information in Our databases to a third party, for example, to comply with a legal requirement, for the administration of justice, to protect the security of our system, or in the event of a merger, reorganization, dissolution or similar event.

Other Information Collected Through Our Site. We may use technology that tells Us how visitors use our Site, for example, which pages they view, which links they use and which search terms they input. This information is called “click-stream data.” Click-stream data helps Us determine what is important to you and what is not. It helps Us decide what content and features to add and what to discard. It also helps Us determine whether Our Site is easy to use or whether We need to redesign certain pages and links. Click-stream data does not identify you personally. We may

also use technology to collect the following information and other information of a similar nature: the name of your Internet service provider; your IP address; your operating system (Windows, Macintosh, Unix, and so on); and your browser type (Netscape, Internet Explorer, and so on). We use this information to compile statistics about the technology used by Our visitors. These statistics help Us improve our Site and make it more compatible with the technology used by Our visitors.

Links to Other Web Sites. This Privacy Statement applies only to Our Site. The Site contains links to other web sites, including those of advertisers and sponsors, and We may add links from time to time. These other web sites have their own policies regarding privacy. We urge you to review the privacy policy posted on any site you visit before using the site or providing any personal information about yourself. In addition, you may have linked to Our Site through another site. In this case, the site you linked from may collect information from people who click on the link. You may want to refer to the privacy policies on those sites to see how they collect and use this information.

Security. Security is important before, during and after the payment processing process. To fully ensure security, Sage Payment Solutions employs proven technology to transmit data safely and best practices procedures to safeguard consumer data. Sage Payment Solutions is PCI compliant, which requires diligent adherence to anti-fraud measures to protect merchants and consumers. Sage Gateway utilizes Secure Socket Layer (SSL) authentication and encryption technology. This is patented technology developed by Netscape Communications and relies on encryption developed by RSA Data Security, Inc. and other cryptographic providers. SSL encryption protects information being transmitted across the Internet from third parties. Your credit card number is not stored by the Sharks. If you are nonetheless still concerned about internet security, please contact Us. Although We will use all reasonable efforts to safeguard the confidentiality of any visitor information collected on our Site, Sharks and its vendors will have no liability for disclosure of any visitor information obtained due to errors in transmission or the unauthorized acts of third parties.

B. Use of Photographs, Images, and Personal Attributes of Sharks participants

Participant and the parent(s) or legal guardian(s) of participant consent and agree that Sharks may make video and/or audio recordings of and/or otherwise film, photograph or memorialize some or all of participant's participation in such events and activities and grant to Sharks a worldwide, perpetual, irrevocable, fully-paid, royalty-free, right and license to use, copy and disseminate participant's image and personal attributes, and to modify and present same in any form, manner and media for any purpose Sharks deem, in its discretion, to be in furtherance of its mission. If you would prefer not to so consent and grant you may indicate this preference by writing Us at:

Shoreline Sharks Youth Hockey, Inc.
P.O. Box 277
Guilford, CT 06437

We will use reasonable efforts to honor such requests. You must understand, however, that even if you "opt-out," there are circumstances where photographs, images, and personal attributes of

Sharks participant may still be published or continue to be published, for example, if publication occurred before We received your “opt-out” request.

C. Accessing and Updating Your Information

You always have the opportunity to review and change the information you provide to Us by logging into our Site and entering in the new information yourself. You can edit your name, contact information and preferences by logging into the account management section. You may ask to have your account information removed from Our active databases; however, because We keep track of past interactions, We cannot delete information associated with past interactions. Also, as a security measure We "back up" the data stored on Our systems, and such prior information cannot be completely removed from Our databases. Therefore, you should not expect that all of your personal information will be completely removed from Our databases in response to your request.

Questions About This Privacy Statement. If you have any questions about this Privacy Statement or concerns about the way we handle your personal information, please contact Us at:

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