

At the Utah High School Hockey (UHS) website ([www.utahhighschoolhockey.com](http://www.utahhighschoolhockey.com)), our goal is to provide a fun, informative and safe interactive online experience for all of the players and parents/guardians who participate as members of the UHS program. The UHS Management wants you to understand and feel comfortable with this site's process of gathering information from users, and we want you to know exactly how that information is used and what your rights are with regards to all of the information collected.

This Privacy Statement is intended to educate parents/guardians and players about the steps they can take to safeguard their privacy when visiting the UHS Online or any of the other exciting websites that have links to and from the UHS Online. We also hope that the information presented here demonstrates our total commitment to comply with the Children's Online Privacy Protection Act of 1998 ("COPPA"). In doing so, the following discloses our information collection and dissemination practices for this website:  
[www.utahhighschoolhockey.com](http://www.utahhighschoolhockey.com).

If you have any concern that the UHS are is not abiding by its posted privacy policy, you should e-mail the site administrator, Mike Holmes, at [mholmes@nwregulators.com](mailto:mholmes@nwregulators.com) or use the contact information below:

Michael Holmes, Utah High School Hockey, PO Box 563, Bountiful, Utah 84011.

#### **Information Collection and Use**

The UHS collects information from our users at several different points, and is the sole owner of the data collected on the website. In each case, only information that is reasonably necessary to participate in the activity and enhance the UHS web site will be sought. We will never condition a Player's participation in an online activity on the disclosure of information that is beyond what is reasonably necessary for UHS Online to conduct the applicable activity.

#### **Surveys**

From time to time, UHS MAY conduct user surveys on a variety of youth hockey-related topics. Our website will advise users that participation in these surveys is completely voluntary, and there is no requirement to disclose any personally identifiable information. All surveys conducted through this site will be used as research for the purposes of assessing and improving user satisfaction, and/or for determining the user's opinion on a particular issue relating to UHS or the sport of ice hockey generally. Survey information collected may be shared with third parties in an aggregated manner for the purposes of showing sponsors of UHS and people in the ice hockey community what the opinions of our members are on particular subjects. However, the information collected in these surveys will not be used for commercial solicitation purposes without the express consent of users completing the survey. Each survey will give users the choice to "opt-in" to receiving messages from advertisers or sponsors by checking a box on the appropriate page.

#### **Contests and Sweepstakes**

UHS may occasionally offer contests and sweepstakes that may be entered directly through the site or through a linked site. As with all other interactive elements of this site, participation in contests and sweepstakes is completely voluntary, and the user can choose not to disclose information. Users who wish to enter a contest or sweepstakes will be asked to provide information necessary to conduct the operation and fulfillment of the contest or sweepstakes. Generally, this includes the participant's name, age, mailing address, e-mail address (optional) and telephone number. Participants will not be asked to provide any other personal information unless it is reasonably necessary to ensure the participant's registration, eligibility of the entrant, the notification of winners and the awarding of prizes. Parents may be asked to provide similar information, along with their consent to permit their child(ren) to enter a contest or sweepstakes, and to sign documents related to the awarding of prizes. All information collected by UHS in connection with sweepstakes or contests is securely maintained until the conclusion of the contest or sweepstakes, at which time it is deleted from the site's database. Information needed to notify the winners and to award prizes will be gathered by UHS and forwarded to the USA Hockey National Office. However, information collected from users in connection with contests and sweepstakes may also be dispensed to a third-party fulfillment house for the

limited purpose of awarding prizes to contest and sweepstakes winners, or to applicable regulatory officials for the purposes of complying with applicable laws. Entities that provide fulfillment services will be instructed to maintain the confidentiality of such information and not to use the information for any purpose outside of the function they have been asked to perform.

#### **Online Purchasing**

From time to time, UHSH may offer users the opportunity to purchase merchandise through the website. In connection with sales and to fulfill orders through the site, it is necessary to collect personal information about users, including name, billing and mailing addresses, e-mail address, telephone number and a credit card number. If the order is being shipped to a third party, we also need the name and mailing address of the recipient. Unless otherwise approved by users, we do not sell, transfer or share the information with third parties except that we may transfer, disclose or share such information with third parties who may be engaged by us specifically to handle and manage certain functions (e.g. mailing merchandise sold through the website, collecting payments made through credit card payments). Such third parties have access to personal information only as needed to perform their functions, and have agreed to maintain the confidentiality of any information they receive from us and not use it for any other purposes.

#### **Information Sharing**

UHSH may accumulate and store aggregated demographic information about its users. This information is not linked or otherwise traceable to any identifiable personal information, and is used solely to advise website partners and advertisers of the site's general audience characteristics and track responses to online programs and activities. In all cases where personal information is disclosed to a third party, parents have the right to say "no" to the sharing of such information.

When called upon to do so, UHSH will disclose information received as required by law, for example, in response to a court order or other specific requests by law enforcement agencies. We will not sell, share, or rent personally identifiable information to others in any way that violates this Privacy Statement or that otherwise jeopardizes the security and integrity of the information collected. However, we may use the personal information received from the users who have "opted in" to have sponsors, manufacturers and/or distributors contact them directly about such things as sales and special offers. We will seek verifiable parental consent prior to sharing information in any manner that differs materially from the practices described herein.

In addition, if all or substantially all of the assets relating to UHSH are transferred or sold to another entity, personal information we received from users may be transferred to the acquiring entity.

#### **Parental Access/Control of Information**

In compliance with COPPA, any parent of a child who provides information to UHSH has the right to review the child's personal information, order its deletion, and refuse to allow further collection or use of the child's information. To make this process as simple as possible, this site links to a [Parent's Information Access Form](#) so you can print out, mail or fax the completed form to us at this address:

Michael Holmes, Utah High School Hockey, PO Box 563, Bountiful, Utah 84011

The form requests a parent or legal guardian's e-mail address, as well as a signature to verify the identity of the person seeking to review the information collected by the site.

#### **Cookies**

A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. UHSH does not use cookies to operate our site.

Some of our business partners use cookies on their sites (for example, sponsors). However, we have no access to or control over these cookies.

#### **Log Files**

UHSB may use Internet Protocol addresses to analyze trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

#### **Security/Links**

This website takes every precaution to protect our users' information. We do not ask our users for more information than is necessary to conduct the various activities being conducted on our website, and all of our information is protected both online and off-line through the use of industry-standard practices. UHSB encourages visitors to familiarize themselves, not only with this Privacy Statement, but also to review and understand the privacy policies and information collection practices of other websites that link to and from this site. While UHSB screens our links for overall content, information and entertainment value, we are not responsible for the practices of other sites as they apply to privacy, security, integrity and compliance with COPPA. This Privacy Statement applies solely to information collected by this website.

If you have any questions or would like more information about the security at our website, you can send an e-mail to our site administrator:

Michael Holmes, [mholmes@nwregulators.com](mailto:mholmes@nwregulators.com), Utah High School Hockey, PO Box 563 Bountiful, Utah 84011

#### **User Submissions**

This site may provide users with an opportunity to submit their own articles and comments on ice hockey for possible online publication. UHSB reserves the right to edit user submissions for appropriate language, content, space, and other editorial considerations. Full names and contact information from the submissions are not used on the site unless permission is granted by the submitter.

#### **Notification of Changes**

If we decide to change our privacy policy, we will post a prominent link to those changes on the home page of UHSB for ninety (90) days so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we may disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an e-mail. Users will have a choice as to whether or not we use their information in a different manner. In using information UHSB will always adhere to the most recent version of this Privacy Statement.

#### **Contacting the Website**

If you have any questions about this privacy statement, or the practices of this site, or wish to modify or delete information previously submitted, please e-mail our site administrator, Mike Holmes at:

Michael Holmes, Utah High School Hockey, PO Box 563, Bountiful, Utah 84011, [mholmes@nwregulators.com](mailto:mholmes@nwregulators.com), or use the contact information below:

#### **LEGAL STATEMENT**

All content and images on [www.utahhighschoolhockey.com](http://www.utahhighschoolhockey.com) are owned by Utah High School Hockey, Inc., unless credited to a partner. Any re-use of the content and images is forbidden without consent from the site administrator, Michael Holmes available at [mholmes@nwregulators.com](mailto:mholmes@nwregulators.com).