

NFL FLAG WEST GA ELITE

PRIVACY POLICY

Standard privacy terms for website visitors, registration, payments, communications, marketing, merchandise sales, and league operations.

Applies to nflflagwestga.com and related league registrations, events, and services operated under West GA Elite unless replaced by an updated written version.

Important Notice. This document is a strong operational and website privacy policy draft for league use. It should be reviewed by local counsel before final public use if you want legal advice specific to your state, vendors, payment setup, cookies, youth-participant workflows, and risk profile.

1. Scope and Acceptance

This Privacy Policy describes how NFL FLAG West GA Elite, operated by Preps Next LLC and doing business as Official NFL FLAG, West GA Elite (the “League,” “we,” “us,” or “our”), collects, uses, stores, shares, and protects personal information when you visit our website, register an athlete, make a purchase, sign up for communications, contact us, attend events, or otherwise interact with our services. By using our website or services, you acknowledge this Privacy Policy and agree to the collection and use of information as described here.

2. Information We Collect

We may collect personal information you provide directly to us, including parent or guardian name, athlete name, date of birth or age-group information, email address, phone number, mailing address, emergency contacts, team preferences, sizing information, payment-related details, order details, waiver responses, communications submitted through forms, and any other information you choose to provide during registration, purchases, or support inquiries. We also may collect certain technical and usage information automatically, such as device information, browser type, IP address, pages viewed, referral sources, timestamps, and similar website interaction data.

3. Information Collected for Youth Participation

Because our league serves youth athletes, much of the information we collect is submitted by a parent or legal guardian on behalf of a participant. We expect parents or guardians to provide registration, payment, emergency, and communication details for their athlete. If personal information relating to a child under 13 is collected in connection with participation, we intend that collection to occur through a parent or legal guardian as part of the

registration and league-management process, not through unsupervised child-directed submission.

4. How We Use Information

We may use information to operate the league, process registrations, verify eligibility, assign teams, manage rosters, communicate schedules and updates, process payments, fulfill merchandise orders, provide customer support, administer events, enforce league policies, improve the website, protect safety, prevent fraud or misuse, maintain records, respond to legal requests, and market league programs, camps, tournaments, or related offerings consistent with applicable law and your communication preferences.

5. Registration, Payments, and Platform Providers

We may use third-party service providers to help operate our website and league services, including registration platforms, payment processors, hosting providers, communications tools, analytics services, merchandise vendors, and similar vendors. For example, registrations, schedules, roster communications, or payments may be processed through third-party platforms such as PlayMetrics, website or hosting providers, or payment processors selected by the League. Those service providers may collect, process, store, or transmit information on our behalf subject to their own terms, privacy notices, security measures, and operational requirements.

6. Merchandise, Orders, and Fulfillment

If you purchase merchandise, uniforms, optional gear, or add-ons, we may use the information provided to process payment, manage inventory, coordinate decoration or printing, fulfill orders, arrange shipping or pickup, provide order updates, and resolve customer service issues. Information related to apparel size, product selection, transaction details, and order history may be retained for fulfillment, accounting, customer service, and operational recordkeeping.

7. Communications and Marketing

We may send registration confirmations, schedule notices, event reminders, roster updates, weather alerts, policy communications, product notices, and other operational messages. We also may send promotional emails, text messages, or marketing updates about league registration, camps, tournaments, merchandise, sponsorship opportunities, or related offerings where permitted by law or where you have opted in. You may opt out of certain non-operational marketing communications, but we may still send essential administrative, transactional, or safety-related messages.

8. Cookies, Analytics, and Website Tools

Our website and embedded tools may use cookies, pixels, scripts, analytics tags, or similar technologies to remember preferences, measure site traffic, understand visitor behavior, improve user experience, support advertising, and evaluate campaign performance. Some of

these technologies may be operated by third parties. You can often manage cookies through your browser settings, but disabling certain technologies may affect website functionality or user experience.

9. How We Share Information

We do not sell personal information in exchange for cash in the ordinary course of league operations. We may share information with our service providers, payment processors, registration platforms, merchandise vendors, venue or field partners, insurers, legal advisors, league staff, coaches, volunteers, affiliates, or authorities when reasonably necessary to operate programs, complete transactions, protect participants, enforce policies, investigate misconduct, comply with law, respond to lawful process, or protect the League Parties, families, and community. We may also disclose limited information such as team rosters, schedules, or participant names as reasonably necessary for league operations, event administration, or team communication.

10. Social Media, Photos, and Publicity

League-related websites, forms, registration platforms, and social channels may include photos, videos, livestreams, highlights, and publicity content. Unless the League provides and accepts an approved written opt-out process, participant names, likenesses, voices, and event images may be used for league operations, news, highlights, websites, social media, sponsorship presentations, promotional materials, and archival purposes, without compensation, consistent with our Terms of Service and related registration materials.

11. Data Security

We use commercially reasonable administrative, technical, and organizational measures intended to protect personal information against unauthorized access, misuse, alteration, or disclosure. However, no website, platform, transmission method, cloud service, or storage environment can be guaranteed completely secure. You understand that transmission of information over the internet involves risk, and we cannot guarantee absolute security of any data sent to or through our website or service providers.

12. Data Retention

We may retain personal information for as long as reasonably necessary to operate the league, maintain business and legal records, manage disputes, enforce policies, comply with legal obligations, fulfill orders, support future registration history, and protect the League's operational interests. Retention periods may vary depending on the type of information, legal requirements, vendor systems, accounting needs, dispute history, and season-to-season operational needs.

13. Your Choices and Rights

Depending on where you live and the nature of your interaction with the League, you may have certain rights regarding your personal information, such as requesting access,

correction, deletion, or limitation of certain uses, or opting out of certain marketing communications. We may need to verify your identity and may deny or limit requests where permitted by law, required for safety, necessary for recordkeeping, related to completed transactions, or needed to preserve legal rights or league operations.

14. Youth Privacy and Parent Responsibility

Parents and legal guardians are responsible for ensuring that registration information submitted for a youth participant is accurate and current. If you believe a child's information has been submitted without proper parent or guardian involvement, please contact us so we can review the matter. We may request verification before acting on any request involving youth-participant information, account changes, deletions, or communication preferences.

15. Third-Party Links and Embedded Services

Our website may contain links to third-party websites, social platforms, embedded videos, store tools, registration portals, maps, widgets, sponsor pages, or other external services. We are not responsible for the privacy, security, content, availability, or practices of third-party sites or services. Your use of those services is subject to the provider's own terms and privacy policies.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in operations, vendors, legal requirements, website tools, league practices, or other business needs. Updates become effective when posted or otherwise communicated. Continued use of our website or services after an update constitutes acceptance of the revised Privacy Policy to the extent permitted by law.

17. Contact

Questions about this Privacy Policy, privacy requests, or data-related concerns should be directed through the official league registration page, contact form, registration email address, or other contact method designated by the League for the applicable season or event.

Privacy Policy Acknowledgment

By using the website, completing registration, making a purchase, or otherwise interacting with NFL FLAG West GA Elite, you acknowledge that you have read, understand, and agree to this Privacy Policy.