



Privacy Policy

PLEASE READ THIS PRIVACY POLICY (THIS "PRIVACY POLICY") CAREFULLY BEFORE USING THIS WEBSITE, APPLICATION OR ANY OTHER MLB ADVANCED MEDIA, L.P. PRODUCT OR SERVICE.

USA Baseball, in association with MLB Advanced Media, L.P. ("MLBAM"), produces and publishes the Official Website of USA Baseball, which encompasses USABaseball.com, GoldenSpikesAward.com, USABaseballShop.com, USABaseballPhotos.com, USABaseball.Education, USABat.com, FunAtBat.org, USABMobileCoach.com, and any other USA Baseball website which links to this Privacy Policy (collectively, this "Website") and USA Baseball's Mobile Coach downloadable application ("MC App"). This Privacy Policy is applicable to this Website, the MC App and all products and services provided and/or distributed (whether via this Website or elsewhere) by USA Baseball which link to this Privacy Policy, all of which will be referred to herein collectively as the "USAB Properties" and individually as a "USAB Property." This Privacy Policy describes what information USA Baseball and MLBAM (collectively, "Providers") collect via the USAB Properties, how we may use that information and the choices we offer for you to manage the personal information we collect related to your use of the USAB Properties. The USAB Properties may link to services or properties operated by third parties which are not subject to this Privacy Policy (e.g., event ticketing or registration services operated by third parties). You should familiarize yourself with the privacy practices of any third party whose services or properties you utilize and direct any concerns regarding any such third party property to the administrator of the applicable property.

- 1. Personal Information We Collect**
- 2. How We Use and Share Your Personal Information**
- 3. Other Information Collected**
- 4. Additional Disclosures**
- 5. Managing Your Personal Information**
- 6. Other Information; Contact Us**

1. Personal Information We Collect

We Collect Personal Information You Choose To Provide. You may visit and enjoy many elements of the USAB Properties without disclosing any personal information about yourself. However, if you choose to make use of select, special or enhanced elements of the USAB Properties, you may need to share with us certain personal information so those elements may function properly. When you use certain enhanced elements within the USAB Properties (e.g., create a profile, register for a promotion or make a purchase), the personal information we collect may include, but is not limited to:

- Full name,
- Email address,
- Password,
- Street address,
- Telephone number(s),
- Birth date,



- Payment card information,
- Location data and
- Contacts (as stored in your wireless device).

If we collect your information, in most instances, the applicable page(s) or location(s) within the USAB Property will include statements regarding what information is required and functionality for you to submit required or requested information.

2. How We Use and Share Your Personal Information

If you submit personal information to us, or to any third party acting on our behalf (a “Service Provider”), via the USAB Properties, we may use and share your information as set forth in this Privacy Policy, as disclosed when you first submit your information or as otherwise permissible under applicable law. We will not sell, lease, publish or share your personal information with or to anyone else, except as set forth in this Privacy Policy. We may use and share your personal information as described in Section 1 above:

- To provide you with information you have requested, or with products, services or content you have purchased, used or otherwise engaged with, (e.g., a sweepstakes) and to communicate with you (including via postal mail) about the same;
- To communicate with you about USA Baseball and its sponsors and promotional partners, and about products, services, sponsors, partners or affiliates related to a purchase you have made or rules or terms to which you have agreed, to the extent the sending of such communication is permissible under applicable law;
- To send you periodic surveys to help improve the USAB Properties or your USA Baseball experience;
- To send you newsletters regarding USA Baseball news, updates, services, education or programs;
- To list your personal information, including contact information, on our Website as part of our Member Search feature;
- When the personally identifying components of your information are removed, we may use and share such anonymized information for internal purposes (e.g., to learn about the age distribution of our users); and
- In accordance with any other permission you provide at the time you submit such information to us.

When your information is shared with a third party in connection with any of the purposes set forth above, that information will be subject to that third party’s privacy practices. We make no representations or guarantees regarding how those third parties will use or share your information.

3. Other Information Collected

Technical Information. When you use the USAB Properties, we use software tools, including but not limited to cookies (small amounts of data which include a unique string of characters sent to



your browser or application from a website's computers and stored on your computer's or device's hard drive), web beacons (technology used to track activity, also known as pixel tags) and similar technologies, to collect a variety of technical, non-personally identifiable information, for example the type of Internet browser or operating system used to access a USAB Property, the date and duration of a Website visit or the Internet Protocol address used to access the Website. We use such technical information for internal purposes, for example to study and improve the response times of our Website. We may associate such technical information with personal information you provide to us as described in Section 1 above, in which case we will treat such associated information as personal information. Please be advised that associating technical information with personal information may be required for us, and our Service Providers, to recognize you and your communications with us, for example to retain your newsletter preferences or enable your use of a "shopping cart."

Third Party Cookies and Web Beacons; Network Advertisers. We allow select third parties, such as those who deliver advertisements, content, social networking or provide other services associated with the USAB Properties, to set cookies, web beacons or similar technologies in certain locations within the USAB Properties, including but not limited to certain of our emails. Third party companies that manage and deliver advertisements to websites and applications such as ours are commonly referred to as "network advertisers." A permitted network advertiser may use cookies, web beacons or similar technologies to collect information about your interaction with the USAB Properties in order to tailor certain advertisements and content delivered within the USAB Properties and on other websites within such network advertiser's ad network. You may learn more about network advertising industry practices and opt out of targeted behavioral advertising from many major third party network advertisers via the information and tools available here and here.

Social Networking. When using the USAB Properties or when using certain third party social networking services (e.g., Facebook, Twitter, Google +) (each a "Social Network"), you may have the option to connect your USAB Property information and activity with your Social Network information and activity. If you authorize such a connection, you permit us to share or publish information about your USAB Property activity with that Social Network and its users, and to access certain of your Social Network information, as disclosed to you at the time you consent to the connection. Information we may share with a Social Network may include, but is not limited to: technical information about your USAB Property activity, your USAB Property comments or the videos you watch on USAB Properties. Information we may access about you, with your consent, from a Social Network may include, but is not limited to, your basic Social Network information, your location data, your list of contacts, friends or followers and certain information about your activities on the Social Network. If you permit a connection between a Social Network and a USAB Property, we (and that Social Network) may be able to identify you and to associate information received pursuant to the connection with information we already have about you. We recommend that you familiarize yourself with the privacy policy and privacy control options of any Social Network with which you choose to share information or connect to a USAB Property.



Device ID. When you use certain USAB Properties, we or our Service Provider may collect your unique device ID. We may use such information for internal purposes and to provide you a better USAB Property experience, for example to troubleshoot MC App problems you may experience. We may associate Device ID with personal information you provide to us as described in Section 1 above, in which case we will treat such associated information as personal information.

4. Additional Disclosures

- Aggregated and Anonymous Information. We may share aggregated, anonymous information with any third party. This information is not linked to personal information that can identify you or another individual person.
- Business Transfers. As time passes, one or more of the Providers may be sold along with its assets, or other corporate transactions may occur. In such a case, our customer information may be one of the business assets we transfer.
- Disclosure for Legal Purposes. We may be required to share your personal and non-personal information pursuant to judicial or governmental subpoenas, warrants or orders. If we are required to do so, we will, of course, obey the law. In addition, notwithstanding any term to the contrary in this Privacy Policy, we reserve the right to use, disclose or share your personal and non-personal information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of USAB Properties' Terms of Use or as required by law.

5. Managing Your Personal Information

You may choose and control what information you provide about yourself and certain information which is automatically collected via the USAB Properties. If you do not wish to provide certain information necessary for enhanced functionality or content on the USAB Properties, please do not use such functionality or content. If you have registered for an account through our Website, you may review and revise certain of your account information by clicking here to log in, and then navigating the left-hand menu options. You may modify your subscriptions to our various promotional email communications and newsletters by following the "Unsubscribe" link at the bottom of each email or, where applicable, accessing the "Update Account" section within your user account.

If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows a user to accept or reject most cookies.

If you want to review or revise the personal information you provided during Website registration or in connection with certain Website purchases, or change the promotional email communications or newsletters you receive from us, you may either click here to log in, and then click on the applicable left-hand menu option(s). If you want to review or revise other personal information you have provided to us, or to close your account(s) and have us delete the applicable account personal information (except what is needed for record-keeping purposes) call USA Baseball Customer Service at 919-474-8721.



Remember that when you share information publicly online, it may be indexable by search engines or recorded by others, and any search engine index or record of your information may persist after you delete the information at the original source.

6. Other Information; Contact Us

No Spyware or Adware. We do not install any Spyware or Adware in connection with the USAB Properties. We do not distribute any commercial message or authorize any third party to distribute any commercial message, by means of Spyware or Adware. "Spyware" or "Adware" is any software which has been downloaded to or installed on an Internet user's computer or device, without the user's actual consent, and facilitates the distribution of any commercial message to the user. If you feel you may have spyware from another company installed on your machine, there are various anti-spyware/adware software applications available on the Internet to identify if this has occurred.

Our Security Practices. The account information associated with the USAB Properties is password protected for your privacy and security. You choose your USAB Property password so the strength of that password is determined by you. We recommend that you choose a unique password and not share your password with anyone else. In certain areas, we use industry-standard SSL encryption to protect data transmissions.

Links. The USAB Properties contain links to websites and products operated by unrelated third parties, including unrelated third parties to whom USA Baseball has issued a license to use certain of its intellectual property. In addition, if you click an advertisement within the USAB Properties, you may be directed to a destination within the USAB Properties or to a third party website or product. We are not responsible for the privacy practices of third party websites or products, and we encourage you to read the privacy policies of every website and product that collects personally identifiable information from you. This Privacy Policy applies only to the USAB Properties, unless you are notified otherwise upon accessing any third party website or product, in which case the terms and conditions set forth in such notification will apply.

Your California Privacy Rights. If you are a resident of California, pursuant to California Civil Code Section 1798.83, you may request information regarding our disclosure of your personal information to a third party for that party's direct marketing purposes. Any such disclosure made to a third party by us would be in accordance with the terms of this Privacy Policy. Such requests should be made, with sufficient information in your request to identify you and return your correspondence, via email to davidperkins@usabaseball.com or postal mail delivered to: David Perkins, USA Baseball Privacy Administrator, 1030 Swabia Court, Suite 201, Durham, North Carolina 27703.

California Do Not Track Disclosures. Some web browsers may transmit "do-not-track" signals to websites with which the browser communicates. Our Site does not currently respond to these "do-not-track" signals.



Special Rules For Children. Because of federal law, we are not permitted to knowingly collect any personal information from a child under the age of thirteen without the consent of that child's parent or guardian. The statements in this Privacy Policy about our collection and use of personal information also apply to our treatment of personal information from children under the age of thirteen. Some elements of the USAB Properties (e.g., auctions) require the submission of a payment card number along with personal information in connection with a purchase; other elements (e.g., fantasy baseball) require the submission of personal information for access or use. Except in certain cases where limited contact information may be collected and not retained, these elements of the USAB Properties are not available to children under the age of thirteen. If a child who we know to be under the age of thirteen and for whom we have not received parental consent attempts to utilize a USAB Property feature which is not available to children, he/she will not be able to access it and may receive a message which relays that he/she is not eligible for such feature.

Contact Us Regarding Privacy. If you have questions or concerns about this Privacy Policy, you can contact us at:

David Perkins
Privacy Administrator
USA Baseball
1030 Swabia Court
Suite 201
Durham, North Carolina 27703
Phone: 919-474-8721
Facsimile: 919-474-8822
Email: davidperkins@usabaseball.com

Notification of Changes. If we make an important change to this Privacy Policy, we will post a notification and link within the USAB Properties so that you may review the updated policy.