



## **POLICY ON DATABASE SUBMISSION, MANAGEMENT, AND USE**

### Section 1. Commitment

It is the policy of Eastern Pennsylvania Youth Soccer to compile national databases of all members, coaches, administrators, and volunteers of each of its Organization Members and to provide controls on the use of those databases for the mutual benefit and protection of EPYSA and its Organization Members. It is also intended to allow for additional focus on organizational management, improvement, and information to serve Members more efficiently while limiting costs.

### Section 2. Definitions

- (1) “Board of Directors” means the Board of Directors of Eastern Pennsylvania Youth Soccer.
- (2) “Data” means the information of each individual Participant to include, but not be limited to, first and last name, address (including city, state, and zip code), date of birth, sex, and household email address.
- (3) “Database” means a list or subset of a list incorporating the data from each Organization Member into a statistical report for utilization in a variety of ways.
- (4) “Data Field” means a specific subset of a Participant’s information.
- (5) “Hierarchical Access” means data accessible to Organization Members only at the level of their involvement.
- (6) “Local” means any specific territory within the boundaries of the state association.
- (6) “Opt-out” means the requested voluntary removal of the data of a Participant from all databases of EPYSA and not receiving distributions to the database through any means.
- (7) “Organization Member” means an organization that is classified as such a member of EPYSA as provided in the EPYSA constitution, article VI.
- (8) “Participant” means every individual player, coach, administrator, and volunteer.
- (9) “Programs and Events” means all programs and events developed and operated by EPYSA, in conjunction with US Youth Soccer, including but not limited to, the National Championships, Regional Championship Series, ODP, Inter-regional events, Presidents Cup, Camps, Coaching Education, and the EPYSA Workshop. Generally, any EPYSA managed program and event shall be included.
- (10) “Real-time” means the time in which reporting and recording of the program or event is simultaneous or nearly simultaneous with the program or event.

- (11) “State Association” means the administrative body as provided by US Youth Soccer Bylaw 109 (12).
- (12) “EPYSA” means the Eastern Pennsylvania Youth Soccer Association.

### Section 3. Data Collection

EPYSA shall collect membership data from each Organization Member and shall compile the information so collected into the primary, designated database of EPYSA. Each Organization Member shall provide data about each of its Participants via a continual real-time export or upload to the designated recipient of the primary, designated database of EPYSA.

### Section 4. Use of Data

EPYSA shall use the database to—

- (1) communicate critical information to Participants and its Organization Members;
- (2) provide demographic and market information needed to efficiently manage all business operations;
- (3) create national, regional, state, and local statistical reports to be utilized by US Youth Soccer, its programs and events, and its Organization Members to implement the strategic plan of EPYSA, enhance existing programs and events, implement new programs and events, and to plan for future programs and events;
- (4) create statistical reports limited to a particular Organization Member’s demographic information on the specific instance and request of that Organization Member, to be utilized only by that Organization Member; and
- (5) promote EPYSA events and programs using comprehensive marketing and advertising campaigns.

### Section 5. Sponsor Support

Subject to the provisions of this policy, EPYSA may make information from the database available to EPYSA sponsors in connection with their respective advertising campaigns, special promotions, and provision of member benefits so long as a Participant may “opt-out”. Notwithstanding this provision, EPYSA shall not provide or otherwise make available local databases to sponsors unless otherwise approved by the Board or the Chief Executive Officer.

### Section 6. Organization Member Access

EPYSA shall make the database information relating to an Organization Member available only to that Organization Member with respect to the preparation of demographic data (reports or maps) needed to secure sponsorships, make presentations to state or local governments, in the solicitation of special events, and for the management of the respective organization. General non-specific membership demographics and trends shall also be available. These services shall be provided at no cost. All data will be accessible as provided by the hierarchy.

## Section 7. Database Rentals

EPYSA shall not—

- (1) act as a list broker for any Organization Member, and
- (2) provide the database or any subset database to any entity not an Organization Member, except a sponsor as provided by section 5.

## Section 8. Management of the Database

The EPYSA office shall manage and maintain the primary database and subset databases under this policy subject to the supervision and oversight by the Board of Directors and the following:

- (1) All EPYSA committees and those carrying out its programs and events may request access to the database or any portion of it to obtain statistical information or lists for internal administrative purposes only for their particular program or event.
- (2) EPYSA sponsors may request access to the database as provided by section 5 by contacting the EPYSA office. All uses of data and mailing lists must comply with the requirements of contractual agreements.
- (3) Use by sponsors will be limited. The state office will manage the use of the database to maintain its value and to ensure confidentiality.
- (4) Users must utilize an EPYSA approved mailing facility for all approved distributions. No facility will be approved unless it is bonded and has signed a confidentiality and non-disclosure agreement with EPYSA.
- (5) EPYSA, at its sole and absolute discretion, may require a copy of the responses from soccer constituents to a distribution, and this distribution may be controlled and processed through an EPYSA designated fulfillment house in order to maintain the confidentiality of the list.

## Section 9. Confidentiality and Privacy

EPYSA shall either develop the capacity to perform data processing, database manipulations, and maintenance using equipment to be owned or rented by EPYSA or retain the services of a database management firm to perform data processing. The data will at all times be handled in a confidential and private manner. The data will be released only to an agency or processing facility that has signed a confidentiality and non-disclosure agreement with EPYSA. EPYSA agrees that it will take all reasonably necessary actions to protect the secrecy of the data, and to prevent the data from falling into the public domain or into the possession of unauthorized persons.

## Section 10. Organization Member Requirements

Each Organization Member shall provide, make available, or export its current membership list of Participants (to the extent available) in electronic format, in a reasonable real-time basis as available through each Organization Member's technology. EPYSA will provide upload and file transfer instructions. EPYSA will assist the Organization Member if its data is not in electronic format, by providing alternative methods of exporting data for processing. If the conversion of the Organization Member's Participant list to a format usable by EPYSA

incurs costs and expenses on the Organization Member, EPYSA shall reimburse such reasonable costs and expenses to the Organization Member.

#### Section 11. Procedures and Guidelines

- (1) All requests for utilization of the database must be submitted to the state office in writing along with a copy of the information to be distributed.
- (2) The national office will review the request and information to be distributed for compliance with policies and guidelines.
- (3) The requested database will be prepared for the specified date and method of distribution.
- (4) Once the distribution has been prepared, it will be forwarded to the designated and approved distribution facility.
- (5) Data can only be utilized for any of the following purposes:
  - (a) To promote soccer in the United States.
  - (b) To provide a specific member benefit which may be a product or a service that is not available to individuals outside of their affiliation with US Youth Soccer or EPYSA.
  - (c) To sell tickets to games and other soccer related events.
  - (d) To sell EPYSA licensed merchandise.
  - (e) To sell soccer equipment and other soccer related products.
- (6) For purposes other than provided by clause (5), any request shall require approval of the Board of Directors or the Chief Executive Officer and shall satisfy such other requirements as appropriate under the circumstances.

#### Section 12. Modifications, Waivers, and Delegation

The Board of Directors reserves the right to modify and waive provisions of this policy as appropriate on a case-by-case basis and may delegate its authority.