

Privacy Policy

This web site is made available by Major League Soccer, L.L.C. (the “**League**”), on behalf of itself and on behalf of the Member Clubs that are part of and licensed by the League (collectively, “**MLS**” or “**we**” or “**us**” or “**our**”). This Privacy Policy (“**Privacy Policy**”) governs our privacy practices and procedures with respect to the web site currently located at www.soccerunitedfancouncil.com (the “**Web Site**”).

This Privacy Policy does not apply to data collected by any means other than from users via the Web Site. By visiting the Web Site you are consenting to the practices and procedures described in this Privacy Policy and in the [Terms of Service](#) into which this Privacy Policy is incorporated.

If we have obtained your consent to share your Personally Identifiable Information (as defined herein) with third parties for such third parties’ marketing purposes (whether through “opt-in” or “opt-out” means), you may opt-out by following the directions in the “Choices” section below.

INFORMATION COLLECTED

Personally Identifiable Information

In the course of using the Web Site, it may be necessary for you to, or you may choose to, provide us with certain Personally Identifiable Information. “Personally Identifiable Information” includes, for example, your name, street address, e-mail address, phone number, mobile phone number, short message service (SMS) or text message address, date of birth, credit card and other payment information, and/or other information that may identify you as an individual or allow online or offline contact with you as an individual. We also may, from time to time, receive Personally Identifiable Information about you from third party sources to improve the Web Site and for the various purposes outlined herein.

Personally Identifiable Information may be collected on or through the Web Site in a variety of ways and in a variety of circumstances, including, for example:

- when you register on the Web Site; and
- when you contact us through the Web Site with a comment, question or complaint (such as by using a “Contact Us” or similar feature on the Web Site, or by sending us an e-mail).

HOW WE MAY USE YOUR INFORMATION

In addition to other uses described in this Privacy Policy, the information we collect on or through the Web Site, including both Personally Identifiable Information and non-personally identifiable information, may be used by us (and by our Services Providers, on our behalf) for a variety of purposes, including to:

- (i) contact you about the Web Site and the information you provided ;
- (ii) maintain our Web Site, our operations and internal record keeping; and
- (iii) with your permission, send you promotional material or special offers from MLS on behalf of ourselves (including, for clarity, the League and the Member Clubs). If you no longer wish to receive promotional e-mails from us, or have your information shared with third parties as previously described, you may change your mind and/or your preferences by following the directions in the “**Choices**” section of the Privacy Policy below.

DISCLOSURE OF INFORMATION

We will not sell, lease, or share your Personally Identifiable Information with or to anyone else, except as described in this Privacy Policy, including as set forth below, or as otherwise required by law:

Member Clubs. If you submit Personally Identifiable Information on the Web Site and identify an affinity to a specific Member Club, that information will be collected by the League on behalf of itself and the Member Club(s), and the applicable Member Club(s) (as well as the League) will be able to receive and use that information to respond to your request, comments or questions in accordance with this Privacy Policy. A “Member Club” shall mean any club (including its owners), each as may change from time to time, that is part of the League and has been granted the operating rights to a club in the League.

Services Providers: We may provide information (including Personally Identifiable Information and non-personally identifiable information) to our affiliates and third-party service providers, such as hosting providers, data management companies, address list hosting companies, e-mail service providers, analytics companies, distribution companies, fulfillment companies and payment processors (collectively, “Service Providers”), who provide services on our behalf in order to facilitate our operation of the Web Site. Our Service Providers are given the information they need to perform their designated functions, and we do not authorize them to use or disclose Personally Identifiable Information for their own marketing or other purposes. For further information about the manner in which our Service Providers may use and process your Personally Identifiable Information, contact the Privacy Administrator as set out in the “Contact Us” section below.

Aggregated Demographic Information. We may use and share with third parties aggregated demographic information collected on or through the Web Site for various purposes, but this information does not include and is not linked to any Personally Identifiable Information that can identify you or another individual person.

Disclosure for Legal Purposes. The law may require that we, our affiliates, and our third party service providers provide your Personally Identifiable Information and non-personally identifiable information pursuant to judicial or governmental subpoenas, warrants or orders, or as otherwise permitted or required by applicable law. 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, and where required or permitted by law, we may use and share your Personally Identifiable Information and non-personally identifiable information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person or the integrity of the Web Site, violations of this Web Site's **Terms of Service** or as otherwise required by law.

Business Transfers. As time passes, Major League Soccer, L.L.C. (or a part thereof), may be sold along with its assets, or other transactions may occur (such as a corporate reorganization, asset sale or other change in corporate control) in which customer information (including Personally Identifiable Information) is one of the business assets transferred. In such a case, the customer information (including Personally Identifiable Information), which we have gathered, may be one of the business assets we transfer.

CHOICES

You have various choices with respect to certain of our uses of the Personally Identifiable Information we collect from you on or through the Web Site. If you have not consented to us using your Personally Identifiable Information for these purposes, we will only use it to complete the transaction or provide the service or product you have requested.

If through your participation in the survey you have agreed to receive communications or solicitations from us, but you later change your mind, you can revise your preferences on the "Account" section of the Web Site or email us at privacy@MLSsoccer.com. You also may opt out of receiving all future promotional e-mails from us by clicking on an opt-out or “unsubscribe” link within the promotional e-mail you receive. Please understand that if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

You may also opt out of our SMS messages by texting “STOP” or another applicable keyword to the short code applicable to the particular SMS Service (as further described below).

SECURITY PRACTICES

The security of your Personally Identifiable Information is important to us. Your preferences are password protected for your privacy and security, and we employ industry-standard Secure Socket Layer (SSL) technology in an effort to protect data transmissions. However, due to the inherent open nature of the Internet we cannot guarantee that communications between you and any Web Site, or information stored on any Web Site or our servers, will be free from unauthorized access by third parties such as hackers. We strongly recommend that you do not disclose your password to anyone.

If you contact us by e-mail, via a messaging feature, or by a “contact us” or similar feature on the Web Site, you should be aware that your transmission might not be secure. A third party could view information you send by these methods in transit. We will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.

In the unlikely event that we believe that the security of any user’s Personally Identifiable Information in our possession or control may have been compromised, we may seek to notify such user of that development. If a notification is appropriate, we would endeavor to do so as promptly as possible under the circumstances, and, to the extent we have your e-mail address, we may notify you by e-mail. You consent to our use of e-mail as the means of such notification. However, if you do not want to be notified by e-mail for this purpose, please contact us at privacy@mlssoccer.com.

ACCESSING, REVIEWING, UPDATING OR CORRECTING YOUR PERSONALLY IDENTIFIABLE INFORMATION

If you want to access, review, update or correct inaccuracies in your Personally Identifiable Information, you can revise your preferences on the Web Site or email us at privacy@MLSSoccer.com. Your preferences include, for example, your profile information, as well as any shipping, payment and account information (if applicable), as well as whether you want to receive communications from us. You can access your preferences by logging-in to your account. If you want to close your account with us and have us delete the Personally Identifiable Information in it (except for information that we keep for record-keeping purposes), you should contact our Privacy Administrator. We may request certain Personally Identifiable Information for the purposes of verifying the identity of the individual seeking access to their personal information records.

CONSENT TO PROCESSING

By using the Web Site, you are consenting that your information (including your Personally Identifiable Information) may be collected, maintained, transferred and processed by us, our affiliates

and/or other third-party Service Providers in and to the United States and other countries and territories.

CHANGES TO THIS PRIVACY POLICY

You should review this Privacy Policy periodically as we may modify it from time to time, and such changes will be effective upon our posting them to the Web Site. Where consistent with applicable law, your continued use of the Web Site and/or the Services after we have changed the Privacy Policy signifies your acceptance of the revised terms. Under certain circumstances (e.g., with respect to certain material changes to this Privacy Policy), we may also elect to notify you through additional means, such as posting a notice on the front page of the Web Site or by means of an e-mail that gives you the opportunity to indicate whether you consent to the proposed change.

CONTACT US

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

Major League Soccer

420 Fifth Avenue, 7th Floor

New York, NY 10018-0223

Attention: Privacy Administrator/Legal Department

Phone: 212-450-1200

E-mail: privacy@mlssoccer.com