

**PRIVACY POLICY TERMS AND CONDITIONS**  
**USTA Mid-Atlantic Tennis Center, LLC**

The Tennis Center, owned and operated by USTA Mid-Atlantic Tennis Center, LLC (the “USTA MAS Tennis Center LLC”), a Virginia limited liability company and a wholly owned subsidiary of USTA/Mid-Atlantic Section, Inc. (“USTA MAS, Inc.”), a Virginia nonstock corporation, takes user privacy seriously. The USTA MAS Tennis Center LLC and USTA MAS, Inc. are sometimes collectively referred to herein as “USTA MAS.” This Privacy Policy outlines the information collected from users of USTA Mid-Atlantic Tennis Campus website (“Website”) and how that information is used, shared, and protected by USTA MAS. In addition to this Privacy Policy, users of the Site should review the Tennis Center’s Terms of Use (available at [www.ustamidatlantictenniscampus.com](http://www.ustamidatlantictenniscampus.com)), for any additional terms or conditions that may apply.

**What Personal Information is Collected and How USTA MAS Uses It:**

USTA MAS collects personally identifiable information through the website (“Site”), including names, addresses, zip or postal codes, and email addresses, when voluntarily submitted by a user. Except as described herein, USTA MAS does not collect personally identifiable information from users without user permission, and users may correct, personal information collected by USTA MAS by request. Website access is not contingent on user registration or disclosure of personal information.

USTA MAS may combine information submitted with other information from external sources, including information from the national chapter of USTA and its affiliated websites.

We may record information relating to your use of the Site, such as the searches you undertake, the pages you view, your browser type, IP address, requested URL, referring URL, and timestamp information. We use this type of information to administer the Site and provide the highest possible level of service. We also use this information to perform statistical analyses of user behavior and characteristics to measure interest in and use of the various areas of the Site.

Additional uses of your personally identifiable information include answering your questions/requests and communicating with you, providing you with other services, products, or information you have requested, for research and development, for general business purposes, including but not limited to program operations, fraud detection, marketing, promotions, fundraising activities and communications, running/administering our Site and for internal operations,

measuring or understanding the effectiveness of our website and analyzing and improving our services, auditing and/or administering our accounts; reporting on the impact and effectiveness of our work, and satisfying legal obligations which are binding on us. USTA MAS may also use provided information to contact users concerning their information requests or donations. We do not request or store Social Security numbers from users. Any financial information voluntarily provided, for example, to make a donation or purchase, is collected securely and is discarded after processing (in the case of recurring gifts or purchase, after processing of the last such gift or purchase).

USTA MAS may send e-mails pertaining to USTA MAS or USTA MAS-approved third parties. USTA MAS stores data until it is no longer necessary to provide our services, or until users request to have their membership profile deleted - whichever comes first. Users may request confirmation as to whether or not their personal data is being processed and to access such data. Users may further opt-out of receiving marketing communications from USTA MAS and USTA MAS-approved third parties and request correction by sending an email to us at [ustamassocialmedia@gmail.com](mailto:ustamassocialmedia@gmail.com)

#### How We Share Personal Information We Collect:

Your information is used to process transactions, send periodic emails, and improve our overall service. We do share your information with trusted third parties who assist us in operating our website, conducting our business, and servicing clients and visitors. These trusted third parties agree to keep this information confidential. Your personal information will never be shared with unrelated third parties. For example, we may share personally identifiable information with third-parties:

- (i) When the person providing the information authorizes us to share it;
- (ii) When the information is shared with a service provider in furtherance of our operations or operations of the Site, for example to process a donation that you make or to fulfill a request that you make;
- (iii) To comply with legal processes such as a subpoena or court order or to otherwise protect your or our legal rights;
- (iv) To third parties we believe you may have an interest in; or
- (v) For other purposes for which you provided the information.

USTA MAS has no control over or responsibility for the data collection or use practices of third parties that process online transactions. If, for example, you make a purchase or make a donation to us using PayPal or a similar third-party

payment provider, information necessary for processing the transaction is transmitted to the payment provider and is subject to that third party's own privacy policy.

Except as noted above the USTA MAS does not provide any third party with user IP addresses, or information derived from user IP addresses.

#### Protecting User Privacy:

The USTA MAS uses reasonable administrative, technical, and physical data security practices to protect the confidentiality, integrity, and accessibility of personal data. The USTA MAS, however, cannot ensure or warrant the security of any information users transmit to us, and users do so at their own risk. We have taken reasonable steps to ensure the integrity and confidentiality of personally identifiable information that users may provide.

USTA MAS will periodically conduct data protection assessments to evaluate the risks associated with our data processing activities, and will make changes to those practices as needed. This Privacy Policy may be amended from time to time to reflect those changes.

#### Cookies:

The Website also uses "Cookies" to collect non-personal information about users' use of the Tennis Center Website. "Cookies" are small data files that are stored on the hard drive of the computer used to view a website. Every computer that accesses the Website is assigned a different "Cookie" by the Website. "Cookies" are used for several reasons including customization of user experience on the Website, tracking a user's click path through the Website, and determining whether a computer has been used previously to visit the Website.

Most browser software can be set to reject "Cookies" and offer instructions on how to reset the browser to reject "Cookies" in the "Help" section of the toolbar. If a user rejects our Cookies, certain functions on the Website may not work properly, but a user does not have to accept our "Cookies" to use the Website.

#### Email Communications and Related Services:

Email communications that users send to USTA MAS via the email links on our Website may be shared with employees or agents of the USTA MAS in order to address user inquiries.

We maintain security measures to protect your personal information from unauthorized access, misuse, or disclosure. However, no exchange of data over the Internet can be 100% guaranteed secure. While we make every effort to protect your personal information shared with us through our Site, you acknowledge that the personal information you voluntarily share with us through this Site could be accessed or tampered with by a third party. You agree that we are not responsible for any intercepted information shared through the Site without our knowledge or permission. Additionally, you release us from any and all claims arising out of or related to the use of such intercepted information in any unauthorized manner.

#### Children's Privacy:

The USTA MAS is committed to protecting children's privacy on the Internet, and does not knowingly or intentionally collect personal information from children. As noted in the Terms of Use, the Site is intended for use only by individuals who are at least 13 years old. Parents and guardians may contact USTA MAS at [ustamassocialmedia@gmail.com](mailto:ustamassocialmedia@gmail.com) to review and remove the personal information of their children that may have been inadvertently collected from their child's website access.

#### Links To Other Websites:

The Site may contain links to other USTA MAS affiliated websites and third party websites ("linked sites") for users' convenience and information. Linked sites may have their own privacy policies or notices, which we strongly suggest users review should they visit any linked sites. USTA MAS is not responsible for the content of any websites that are not affiliated with USTA MAS, any use of those websites, or the privacy practices of those websites.

#### Privacy Policy Updates:

The USTA MAS will periodically review and update this Privacy Policy as necessary and reserves the right to change or modify this Privacy Policy at any time. Any changes to this Policy will be effective upon being posted to the Site unless stated otherwise. Users are encouraged to periodically review the Site for the latest information on our privacy practices. Use of the Site constitutes acceptance of the terms of this Privacy Policy.

#### Contact Information:

For any questions concerning this Privacy Policy please contact:

USTA Mid-Atlantic Marketing and Communications;

[ustamassocialmedia@gmail.com](mailto:ustamassocialmedia@gmail.com)

This Policy is effective March 8, 2022. This policy was last updated on March 3, 2022.