

PRIVACY POLICY

MidWay Play

A California Nonprofit Public Benefit Corporation

Effective Date: August 28, 2026 • **Last Updated:** August 28, 2026

This Privacy Policy describes how MidWay Play (“MidWay Play,” “we,” “us,” or “our”) collects, uses, shares, and protects personal information when you visit our website at <https://midwayplay.com> (the “Site”), contact us, register a player, donate, volunteer, or otherwise participate in our youth sports programs, including the North County Youth Soccer League (NCYSL) and related clinics, training, and events.

MidWay Play is a California Nonprofit Public Benefit Corporation (Entity No. B20260275884) recognized as a tax-exempt public charity under Internal Revenue Code Section 501(c)(3) (EIN 42-3122520). Our mission is to promote youth development, physical fitness, teamwork, sportsmanship, and amateur sports participation through accessible leagues, clinics, training, and scholarships for low-income families.

Because we serve children and families, this Policy includes extra protections for minors under 13 (COPPA) and for California residents (CCPA/CPRA). By using the Site or providing information to us, you agree to this Policy. If you do not agree, please do not use the Site or submit personal information.

1. Who This Policy Covers

This Policy applies to:

- Visitors to midwayplay.com and any related MidWay Play web pages or registration portals we operate.
- Parents and legal guardians who inquire, register a child, donate, volunteer, or request financial aid.
- Players, coaches, referees, volunteers, and board members who participate in MidWay Play programs.
- Donors and sponsors.

This Policy does not apply to third-party websites or platforms we may link to (for example, a payment processor, field reservation system, or social media page). Those services have their own privacy policies.

2. Information We Collect

2.1 Information you give us

Depending on how you interact with us, we may collect:

- Contact information: name, email address, phone number, mailing address, and city of residence.

- Family and player information: parent/guardian name, player name, date of birth or age group, school or grade, gender (if needed for team placement), emergency contact, and medical notes a parent chooses to share for safety (allergies, asthma, etc.).
- Program information: sport, age group, preferred city/location, prior experience, uniform size, and scheduling notes.
- Financial aid / scholarship information: household information a family voluntarily provides to request reduced fees. We collect only what we need to evaluate a request.
- Donation and payment information: donor name, amount, and acknowledgment preferences. Payment card numbers are processed by our payment processor; we do not store full card numbers on our servers.
- Volunteer and coach information: name, contact details, certifications, background-check status, and availability.
- Photos and media: photos or video taken at practices, games, or events, if a parent has authorized use (see Section 8).
- Communications: messages you send through our contact form, email (info@midwayplay.com), phone, or social media.

2.2 Information collected automatically

When you visit the Site, our hosting provider and analytics tools may automatically collect:

- IP address, browser type, device type, operating system, and referring URL.
- Pages viewed, date/time of visit, and general location derived from IP address (city/region, not precise GPS).
- Cookies or similar technologies used for basic site function, security, and (if enabled) anonymous traffic measurement.

We do not use the Site to run behavioral advertising networks or to sell advertising profiles.

2.3 Information from service providers

We may receive information from vendors who help us operate, such as website hosts, email providers, payment processors, background-check vendors, field/permit systems, or registration platforms. We instruct those vendors to use the information only to provide services to MidWay Play.

3. How We Use Information

We use personal information to:

- Respond to inquiries and operate the Site.
- Register players, form teams, schedule practices and games, and communicate with families.
- Provide uniforms, field assignments, and program materials.
- Process registration fees, donations, payment plans, and financial-aid awards.
- Protect player safety, including emergency contacts and parent-provided medical notes used only as needed on the field.
- Screen coaches and volunteers (including legally required background checks).

- Send operational messages (schedules, weather cancellations, league rules, volunteer needs).
- Send optional program updates and fundraising appeals. You may opt out of non-essential emails at any time.
- Issue tax-deductible donation acknowledgments as required for 501(c)(3) organizations.
- Comply with law, insurance, field-permit, and nonprofit reporting requirements.
- Improve our programs and website, using aggregated or de-identified information whenever practical.

We do not use personal information to make automated decisions that produce legal or similarly significant effects about a family or child.

4. How We Share Information

We do not sell personal information, and we do not share it for cross-context behavioral advertising.

We may share information only as follows:

- Service providers who need it to support MidWay Play (website hosting, email, registration software, payment processing, background checks, accounting, insurance). They are not permitted to use it for their own marketing.
- Coaches, team managers, and volunteer staff, limited to what they need to run a team (rosters, parent contacts, emergency contacts, relevant medical notes a parent has provided).
- Other families on the same team, limited to first names and necessary coordination (for example, a team contact list), unless a parent asks us to limit that sharing.
- Field owners, municipalities, or league partners when required for permits, insurance certificates, or game-day operations.
- Legal and safety: if required by law, court order, or to protect a child, family, volunteer, or MidWay Play from harm, fraud, or liability.
- Successors: if MidWay Play merges with or transfers program operations to another 501(c)(3) youth-serving organization, information may transfer with the program under comparable privacy commitments.

We do not publish a child's full name, date of birth, address, or contact information on the public website.

5. Children Under 13 (COPPA)

MidWay Play programs are for youth, and some players may be under 13. The Site itself is directed to parents and guardians, not to children.

- We do not knowingly allow a child under 13 to create an account or submit personal information through the Site without a parent or guardian.
- Player information for children under 13 is collected from the parent or legal guardian during inquiry, registration, or program administration.

- A parent or guardian may review, correct, or request deletion of their child's information by emailing info@midwayplay.com. We will take reasonable steps to verify the requester is the parent or guardian before fulfilling the request.
- We do not condition a child's participation on the child providing more information than is reasonably necessary to participate in the program.
- We do not sell children's personal information.

If we learn that a child under 13 submitted information directly through the Site without parental involvement, we will delete it as soon as practicable.

6. California Privacy Rights (CCPA / CPRA)

If you are a California resident, you have the right to:

- Know the categories and specific pieces of personal information we have collected about you.
- Know the categories of sources, our business purposes for collection, and the categories of third parties with whom we share information.
- Request deletion of personal information, subject to legal and operational exceptions (for example, records we must keep for tax, donation, insurance, or safety purposes).
- Request correction of inaccurate personal information.
- Opt out of the "sale" or "sharing" of personal information. MidWay Play does not sell personal information and does not share it for cross-context behavioral advertising.
- Limit the use of sensitive personal information to what is necessary to provide the requested service (for example, using a medical note only for player safety).
- Not be discriminated against for exercising these rights.

To exercise these rights, email info@midwayplay.com with the subject line "California Privacy Request" and tell us which right you want to exercise. We will verify your identity (and, for a child, parental authority) before responding. You may use an authorized agent if you provide written permission or a power of attorney.

We will respond within the time required by California law. Some program records (rosters, waivers, donation receipts, incident reports) may be retained even after a deletion request if we have a legal obligation or a compelling safety interest to keep them.

7. Sensitive Information

Certain information is treated as sensitive and is used only as needed:

- A child's date of birth or age group, used for eligibility and team placement.
- Parent-provided health notes (allergies, asthma, injury restrictions), used only for safety and emergency response.
- Financial-aid details, used only to evaluate and administer scholarships and reduced fees.
- Background-check results for coaches and volunteers, used only for screening and compliance.

We do not use sensitive information for marketing.

8. Photos, Video, and Player Likeness

Youth sports events are often photographed. Our approach:

- We will ask parents/guardians for photo/media consent at registration or in a separate acknowledgment.
- If you opt out of media use, we will not knowingly use your child's identifiable image in public marketing (website, social media, printed flyers, or fundraising materials).
- Even with consent, we will not post a child's full name together with a photo on the public Site without additional parental permission.
- Other parents, spectators, or municipalities may take photos at public fields. We cannot control third-party cameras at public parks.

To withdraw media consent going forward, email info@midwayplay.com. We will stop new uses and remove images from channels we control where reasonably practicable. Already printed materials or third-party shares may not be fully retractable.

9. Cookies and Analytics

The Site may use essential cookies so pages load and forms submit securely. If we enable basic analytics (for example, to see how many families visit the registration page), that data is used in aggregate to improve the Site.

You can block cookies in your browser. Essential features such as the contact form may not work if cookies required for security are blocked.

We do not currently use advertising cookies or third-party ad networks on the Site. If that changes, we will update this Policy and, where required, provide a cookie notice or "Do Not Sell or Share My Personal Information" link.

10. Email and Text Communications

We send two kinds of messages:

- Transactional / operational: registration confirmations, schedule changes, field closures, safety notices, and replies to your inquiries. These are part of running the program.
- Optional updates: newsletters, season announcements, volunteer calls, and fundraising appeals. You can unsubscribe from these using the link in the email or by writing info@midwayplay.com.

If we ever use SMS/text for weather or schedule alerts, we will collect opt-in consent first. Message and data rates may apply. You can opt out of texts by following the instructions in the message or emailing us.

11. Donations

Donations to MidWay Play are generally tax-deductible to the extent allowed by law. We collect donor name, contact information, gift amount, and date so we can process the gift and send a written acknowledgment.

We do not sell donor lists. We may internally recognize donors (for example, a thank-you on a program page) only with the donor's permission. Recurring gifts and payment-card data are handled by our payment processor.

12. Data Retention

We keep information only as long as needed for the purpose collected, plus any period required by law or insurance:

- Inquiry and contact-form messages: typically up to 24 months after the last communication, unless they become part of a registration file.
- Player registration, waivers, and emergency contacts: for the season plus a reasonable period afterward (generally 3–7 years) for safety, insurance, and program continuity.
- Financial-aid files: for the season and as needed for nonprofit recordkeeping.
- Donation and accounting records: at least 7 years, consistent with IRS and California nonprofit practice.
- Coach/volunteer screening records: as required by our screening vendor, insurer, and applicable law.
- Website logs: for a short period needed for security and troubleshooting.

When information is no longer needed, we delete or de-identify it using reasonable methods.

13. Security

We use reasonable administrative, technical, and physical safeguards appropriate for a small youth-sports nonprofit. That includes limiting staff and volunteer access to what they need, using reputable hosting and payment vendors, and avoiding storage of full payment-card numbers.

No method of transmission or storage is 100% secure. Please do not email sensitive payment-card numbers or Social Security numbers. If you believe your information was involved in a security incident, contact us immediately at info@midwayplay.com.

14. Your Choices

You may:

- Request a copy of the personal information we hold about you or your child.
- Ask us to correct inaccurate information.
- Ask us to delete information, subject to the legal exceptions in Sections 6 and 12.
- Withdraw photo/media consent for future use.
- Unsubscribe from optional emails.
- Ask that your child's information not appear on a shared team contact list.

Send requests to info@midwayplay.com. Please use a subject line that describes the request (for example, “Privacy Request – Correct Player Info”). We may need to verify that you are the parent, guardian, or adult whose information is at issue.

15. Third-Party Links

The Site may link to social media, city field pages, payment pages, or other organizations. MidWay Play is not responsible for the privacy practices of those sites. Review their policies before submitting information.

16. Changes to This Policy

We may update this Policy as our programs, vendors, or legal requirements change. The “Last Updated” date at the top will change when we do. For material changes that affect how we use information already collected, we will provide additional notice (for example, a Site banner or email to registered families) where reasonably practicable.

The current version will always be available on the Site. Continued use of the Site after an update means you accept the revised Policy.

17. How to Contact Us

Questions about this Policy, California privacy requests, or a child’s information should be sent to:

MidWay Play

Email: info@midwayplay.com

Website: <https://midwayplay.com>