

USA ARCHERY PRIVACY POLICY

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Updated: December 6, 2025

This Privacy Policy explains the types of information USA Archery (“USA Archery,” “we,” “our,” “us”) collects, as well as our policies and practices regarding the collection, use and disclosure of that information through the web pages, blogs, mobile applications, and other interactive features that display this policy (collectively, our “Product(s)”).

By using the Product(s), you consent to the practices described in this Privacy Policy. If you have any questions about the Policy, please contact us as set out under “**Contact Us**” below.

1. Information We Collect Information You Give Us.

When you interact with our Product(s), you may choose to provide information that could reasonably be used to contact you, or to identify you personally, or that otherwise relates to your person (“Personal Information”), such as:

- Your contact information (e.g., name, e-mail address, postal address, and telephone number);
- User name, display name, and password;
- Geolocation information, such as your city, state or zip code;
- Demographic information, such as age information and gender;
- Payment information, such as credit card number and expiration date;
- Communications preferences;
- Comments, photos, and other user-generated content posted in our interactive online features;
- Correspondence and other information that you send to us; and
- Additional information as otherwise described to you at the point of collection or pursuant to your consent.

Information We Automatically Collect or Receive When You Use Our Product(s).

Whenever you interact with our Product(s), we, as well as any of our third-party advertisers and/or service providers, may use a variety of technologies that automatically or passively collect information about how the Product(s) are accessed and used (“Usage Information”). Usage Information may include, among other things:

- Your browser type and operating system;
- Sites you visited before and after visiting the Product(s);
- Pages, video and links you click and the duration you view the Product(s);
- Information collected through cookies, web beacons, and other technologies; and
- Information about your interactions with e-mail messages, such as the links clicked on and whether the messages were opened or forwarded.

Usage Information is generally non-identifying, but if we associate it with you as a specific and identifiable person, we will treat it as Personal Information.

Device Identifiers

In the course of collecting Usage Information, we may also automatically collect your IP address, or other unique identifier (“Device Identifier”) for the computer, mobile device, Wi-Fi card, technology or other device (collectively, “Device”) you use to access the Product(s).

A Device Identifier is a number that is automatically assigned to your Device when you access a website or its servers, and our computers identify your Device by its Device Identifier. When you visit the Product(s), we may view your Device Identifier. We use this information to determine the physical location of your Device, including longitude and latitude information. We may also use this information to enhance the Product(s) and we may associate your Device Identifier with your Personal Information.

Cookies and Similar Technologies.

We may use cookies, pixel tags, Local Shared Objects (sometimes referred to as “Flash Cookies”), and similar technologies to automatically collect this information. Cookies are small bits of information that are stored by your computer’s web browser. Pixel tags are very small images or small pieces of data embedded in images, also known as “web beacons” or “clear GIFs,” that can recognize cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from your computer or device. Local Shared Objects or Flash Cookies are similar to standard cookies except that they can be larger and are downloaded to a computer or mobile device by the Adobe Flash media player.

We may allow third parties to place and read their own cookies, web beacons, Local Shared Objects, and similar technologies to collect information through the Product(s). For example, our third-party service providers may use these technologies to collect information that helps us with traffic measurement, research, and analytics.

By using the Product(s), you consent to our use of cookies and similar technologies. You can decide if and how your computer will accept a cookie by configuring your preferences or options in your browser. However, if you choose to reject cookies, you may not be able to use certain online products, services or features on the Product(s). Please note that you may need to take additional steps beyond changing your browser settings to refuse or disable Local Shared Objects and similar technologies. Local Shared Objects can be controlled through the instructions on [Adobe’s Setting Manager page](#). If you choose to refuse, disable, or delete these technologies, some of the functionality of the Product(s) may no longer be available to you.

You can also learn more about cookies by visiting www.allaboutcookies.org, which includes additional, useful information on cookies and how to block cookies using different types of browsers. For more information on advertising using cookies and how to opt-out of advertising cookies specifically, please see [Your Choices](#) below.

Information from Other Sources.

We may receive additional information about you from other sources and may combine that information with the other information we collect or receive about you. For example:

- We may receive information about you from the U.S. Olympic Committee, other members of the U.S. Olympic family, including but not limited to the U.S. Olympic Training Sites, Community Olympic Development Program partners, and U.S. Paralympic Sports Clubs;
- We may receive information about you from our “affiliates,” which are entities that are part of the same group of companies that USA Archery is part of, or that become part of that group;
- If you are on another website and you opt-in to receive information from USA Archery, that website will forward to us your e-mail address and other information about you so that we may contact you as requested;
- You may also choose to participate in a third party application or feature (such as one of our “Facebook or Instagram or other” applications or a similar application or feature on a third party

website) through which you allow us to collect and share (or the third party to collect and share) information about you, including Personal Information; and

- We may receive information from third-party partners and service providers, including partners and service providers that provide us information that is publicly or commercially available.

We may match the information we collect about you through the Product(s) with information collected from such third parties in order to enhance our ability to serve you, to tailor our content to you and/or to offer you opportunities to purchase products or services that we believe may be of interest to you.

2. How We Use the Information We Collect or Receive

We use the information we collect and receive for the following general purposes:

- Comply with Laws and Regulations
- Respond to Legal Requests. We comply with applicable laws, lawful requests, and legal processes such as responding to subpoenas or requests from government authorities.
- Verification. We verify your identity for authentication and security purposes when you exercise, or someone on your behalf exercises, your rights.
- Legal Notices. We may contact you with legal notices, and other information that may be relevant to your use of the Product(s).
- With Your Consent. We may disclose Personal Information about you in accordance with your prior direction or, in some cases, we may specifically ask you for your consent to collect, use, or share Personal Information about you, such as when required by law.

Compliance, Fraud Prevention, and Safety

- We may use Personal Information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) maintain the safety, security, and integrity of the Product(s), our facilities, and our products, business, databases, and other technology assets; (b) protect our, your, or others' rights, privacy, safety or property (including by making and defending legal claims or in response to health emergencies or an incident at an event); (c) audit our internal processes for compliance with legal and contractual requirements and internal policies; (d) enforce the terms and conditions that govern the Product(s); and (e) prevent, identify, investigate, and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

Improve and Customize Your Use of the Product(s)

- Customization. We customize and personalize your use of the Product(s).
- Product(s) Maintenance. We maintain and administer the Product(s), perform business analyses, and improve the quality of our business, the Product(s), and other products and services we offer.
- Improve Services. We find ways to improve the Product(s) and services offered, including to study and improve the features and functionality of the Product(s) and our business.

Provide the Product(s)

- Publish Comments. We may publish comments, images, video submissions and other information posted in our interactive online features that are voluntarily submitted.
- Respond to Your Requests. We may provide you with the products, promotions, services, newsletters, and information you request and respond to correspondence that we receive from you.

Marketing and Advertising

- We may work with third-party advertising companies and social media companies to help us advertise our business and to display ads for the Product(s), products, and events. These companies may use cookies and similar technologies to collect information about you (including the online activity information and browser and device information described above in Section 1) over time and from your activities across nonaffiliated websites, applications, or online services. These companies may use that information to serve ads that they think will interest you. In addition, some of these companies may use hashed customer lists that we share with them to deliver ads to you and to similar users on their Product(s). You can learn more about your choices for limiting marketing and advertising in the "Your Choices" section below.

3. How We Share the Information We Collect and Receive

We disclose Personal Information to the following categories of parties:

Member Organizations and Affiliates. We may share information with our member organizations and other affiliated entities for a variety of purposes, including business, operational, and marketing purposes.

Service Providers. We may share information with third party service providers that perform certain functions or services on our behalf, such as to host the Product(s), manage databases, host a store or other e-commerce on the Product(s), perform analyses, or send communications for us.

Select Business Partners. We may share information with select business partners so that they can provide you with special offers, promotional materials, and other materials that may be of interest to you. However, USA Archery is not responsible for the privacy practices of these business partners, which may use this information for their own purposes.

Other Parties When Required By Law or as Necessary to Protect the Product(s). We may disclose your information to third parties in order to protect the legal rights, safety, and security of the USA Archery, our member organizations and the users of our Product(s); enforce our Terms of Use; prevent fraud (or for risk management purposes); and comply with or respond to law enforcement or legal process or a request for cooperation by a government or other entity.

Third Parties; Advertising and Analytics Providers. We disclose information to third parties such as advertisers, data brokers, data co-ops and analytics providers, in order to serve advertisements on our and others' behalf across the internet and for analytics related purposes. These parties may act as our service providers, or in certain contexts, independently decide how to process your information. For more information on advertising, marketing, and analytics, see the "Your Choices" section below.

Direct Marketing. We may send you USA Archery related or other direct marketing communications as permitted by law, including materials, updates, information, special offers, and promotional material from us and our business partners. You may opt out of our marketing communications as described in the "Your Choices" section below.

Other Parties with Your Consent. We may share information about you with third parties when you consent to such sharing, including when you post information to a user profile or a public area of the Product(s), such as a chat room, forum, blog, or other community tool.

Anonymous Information. We may disclose aggregated, anonymous information with third parties for any purpose except as prohibited by law. This information is not linked to Personal Information that can identify you or another individual person. Amongst other reasons, this information may be disclosed for any purpose, including analytics and advertising purposes.

4. Your Choice to Correct/Delete/Modify Your Information

You have a number of choices about how we handle information we collect or receive about you.

- **Your Choice Not to Receive Promotional Messages From Us.** You can opt-out of receiving promotional emails from us at any time by following the removal/unsubscribe instructions in the email communication that you receive. Your opt-out is limited to the email address used and will

not affect subsequent subscriptions. Please note that you cannot opt-out of non-promotional emails, such as those about your account, transactions, donations, servicing or our ongoing business relations.

- **Your Choice to Correct/Delete/Modify Your Information.** If you wish to modify, verify, correct, or delete any Personal Information about you collected through the Product(s), you may edit your registered user information or contact us as set out in the “Contact Us” section below. In accordance with our routine record keeping, we may delete certain records that contain Personal Information you have submitted through the Product(s)s. We are under no obligation to store such Personal Information indefinitely and disclaim any liability arising out of, or related to, the destruction of such Personal Information. It may not always be possible to completely remove or delete all of your information from our databases without some residual data because of backups and other reasons, such as compliance with other legal obligations.
- **Your Choice Not to Receive Targeted Ads.** If you do not want to receive the benefits of targeted advertising, you may opt out of some network advertising programs that use Personal Information by visiting the [NAI Opt-out page](#). Please note that even if you choose to opt-out, you will still see advertisements while you are browsing online. However, the advertisements you see may be less relevant to you and your interests. Additionally, many network advertising programs allow you to view and manage the interest categories they have compiled from your online browsing activities. These interest categories help determine the types of targeted advertisements you may receive. The NAI Opt-Out Page provides a tool that identifies its member companies that have cookies on your browser and provides a mechanism to opt out of receiving cookies from those companies. Please note that if you opt-out of targeted advertising, we may still track your visits to the Product(s)s for our own analytics, operations and security purposes. For an additional resource to learn more about network advertising industry practices, opt out of targeted behavioral advertising from many major third party network advertisers, and to know your choices about not having this information used by these companies via the information and tools available, visit [here](#). As with many websites, we use Google Analytics to understand how you and other visitors engage with the Product(s). If you don't want Google Analytics to be used in your browser, you can install the Google Analytics browser add-on [here](#). You can learn more about Google Analytics and privacy [here](#).
- **“Do Not Track” Signals.** Please note that while you may have the opportunity to opt-out of targeted advertising and you may be able to control the use of cookies through your web browser as described above, some web browsers may also give you the ability to enable a “do not track” setting. This setting sends a special signal to the websites you encounter while web browsing. Because there currently is no industry standard concerning what, if anything, websites should do when they receive such signals, the USA Archery currently does not take action in response to these signals. If and when a final standard is established and accepted, we will reassess how to respond to these signals. For more information about “do not track,” visit www.allaboutdnt.org.
- **Cookies.** Most browsers let you remove or stop accepting cookies from the websites you visit. To do this, follow the instructions in your browser's settings. Many browsers accept cookies by default until you change your settings. If you do not accept cookies, however, you may not be able to use all functionality of the Product(s) and our site may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit www.allaboutcookies.org.

5. Additional State-Specific Disclosures

This section applies only to residents of states with applicable privacy laws, including residents of Colorado, and supplements the practices described in this Privacy Policy. It describes how we collect, use, and share personal information of residents in such states, and their rights with respect to the personal information we process about them. For purposes of this section "personal information" means "personal

data" and similar terms as defined in the applicable privacy law, such as the Colorado Privacy Act ("CPA"), but does not include information exempted from the scope of such laws.

Description of Privacy Practices. The following table sets forth the categories of personal information that may be processed, and how such information may be used, when provided for the specified purpose. For a description of the categories of personal information processed, see the section titled, "[Personal Information We Collect](#)." For a description of each of the processing purposes, see the section titled, "[How, and for What Purpose, We Use the Personal Information We Collect or Receive](#)."

All categories of personal information that we process may be shared with other parties to operate our business and as otherwise described in this Privacy Policy or at the time of collection. We may also "sell" your personal information to a third party in exchange for monetary or other valuable consideration or process it for targeted advertising in the manner described in the provision titled, "**Marketing and Advertising**," each as further detailed in the table below. For a description of the categories of third parties mentioned in the table, see the section titled, "[How We Disclose or Share the Personal Information We Collect or Receive](#)." To exercise your state privacy rights, including to opt out of "sales" or targeted advertising, see "**How to Exercise Your State Privacy Rights**" below.

Below is a summary of the categories of personal information we collect or receive and our purpose for processing it, if we "sell" this information or use it for targeted advertising, whether it is shared with third parties and, if so, to whom. If we do not list a type of process purpose, it means we do not collect or receive that information for that purpose.

Categories of Personal Information Processed	Processing Purpose	Is Personal Information "Sold" or Used for "Targeted Advertising"	Sold or Shared with Third Parties	Categories of Third Parties with Whom Data is Sold/Shared
Contact Information	To Provide the Product(s)	N	N	None
	Marketing and Advertising	Y	Y	Data brokers; Data Co-ops; Third party
	To Comply with Laws and Regulations	N	Y	Public authority upon legal request
	For Compliance, Fraud Prevention, and Safety	N	Y	Public authority upon legal request
Demographic Information	Improve the Product(s)	N	Y	Third party analytics company
	Marketing and Advertising	Y	Y	Data brokers; Select business partners
	To Comply with Laws and Regulations	N	N	None
	For Compliance, Fraud Prevention, and Safety	N	N	None

Payment Information	To Provide the Product(s)	N	N	None
	To Comply with Laws and Regulations	N	Y	Public authority upon legal request
	For Compliance, Fraud Prevention, and Safety	N	Y	Public authority upon legal request
Transaction History	To Provide the Product(s)	N	N	None
	Improve the Product(s)	N	N	None
	Marketing and Advertising	Y	Y	Data brokers
	To Comply with Laws and Regulations	N	Y	Public authority upon legal request
	For Compliance, Fraud Prevention, and Safety	N	Y	Public authority upon legal request
Marketing Information	To Provide the Product(s)	N	N	None
	Improve the Product(s)	N	N	None
	Marketing and Advertising	Y	Y	Third party advertisers; Select business partners
	To Comply with Laws and Regulations	N	Y	Public authority upon legal request
	For Compliance, Fraud Prevention, and Safety	N	Y	Public authority upon legal request
Survey and Sweepstakes Responses	Marketing and Advertising	Y	Y	Third party advertisers; Select business partners
Online Activity Information	To Provide the Product(s)	Y	Y	Third party advertisers; Select business partners
	Improve the Product(s)	Y	Y	Third party advertisers; Select business partners
Browser & Device Information	Marketing and Advertising	Y	Y	Third party advertisers; Select business partners; Analytics companies
	To Comply with Laws and Regulations	N	N	None

	For Compliance, Fraud Prevention, and Safety	N	N	None
Communications	Marketing and Advertising	N	N	None
	To Comply with Laws and Regulations	N	Y	Public authority upon legal request
	For Compliance, Fraud Prevention, and Safety	N	Y	Public authority upon legal request

Your State Privacy Rights. If available under the privacy law in your state of residency, such as Colorado, you may request the rights listed below. Please note, these rights are not absolute, and, in some cases, we may not be able to honor your request, such as when a legal exemption applies or if we are not able to verify your identity.

- **Access.** You can request that we confirm whether we process personal information about you and to access that personal information.
- **Correct.** You can ask us to correct inaccurate personal information that we maintain about you.
- **Delete.** You can ask us to delete personal information provided by or obtained about you.
- **Portability.** You can request to obtain a copy of personal information in a portable and, to the extent technically feasible, readily usable format.
- **Opt-out of "sales" and targeted advertising.** If we "sell" personal information or engage in "targeted advertising" according to the privacy law in your state of residency, you can opt-out.
- **List of Third Parties.** Depending on your state of residency, you may have the right to either request a list of specific third parties with whom we might share personal information or a list of the categories of third parties with whom we might share personal information.

How to Exercise Your State Privacy Rights. You may request to exercise the state-specific privacy rights described above as follows:

Right to access, data portability, correct, delete, or obtain a list of third parties. You can request to exercise your access, data portability, correction or deletion rights by clicking [here](#) or on the link on the bottom of the web page titled "Your State Privacy Choices."

Right to opt-out of "sales" or targeted advertising.

- You can request to opt-out of "sales" and targeted advertising related to your email address by contacting info@usarchery.org.
- If you wish to opt out of "sales" and targeted advertising in desktop and mobile browsers on a particular device, visit our [Privacy Preference Center](#) on the bottom of the web page. You can instruct your browser and device to decline or delete cookies through your browser and device settings. You can also visit the Digital Advertising Alliance [here](#), or Network Advertising Initiative [here](#) for desktop. To opt out of targeted advertising through mobile applications, please visit the App Choices indicating that you do not want to receive targeted advertisements. If you delete cookies generally or use a different device, you will need to opt out again.
- If you have enabled the Global Privacy Control signal, when required by the privacy law in your state of residency, we will treat this as a request to opt out of "sales" and targeted advertising for browser and device information. Note that we do not associate your browser or device information with your name, email address, and other direct identifiers.

Authentication Process. We reserve the right to confirm your identity to process your requests. This is a security measure to help us ensure we do not disclose information to a person who is not entitled to receive it. The identity verification process may vary depending on how you submit your request. We cannot process your request if you do not provide us with sufficient detail to allow us to understand and respond to it.

Authorized Agents. Consistent with the privacy law in your state of residency, you may designate an authorized agent to make an opt out request on your behalf using the method described above. If you do so, we may require proof of your identification, the authorized agent's proof of identification, and any other information that we may request in order to verify the request, including evidence of valid permission for the authorized agent to act on your behalf. Your agent may follow the steps indicated herein for you and we will process the request upon authentication of their authority as your agent.

Right to Appeal. If we decline to take action on your request, you may appeal such refusal by emailing us at info@usarchery.org within a reasonable time period after we send you our decision.

6. Data Security

We have adopted security procedures to help protect against loss, misuse, and unauthorized access to the information we collect and receive. Please note that no data transmission or storage can be guaranteed to be 100% secure. As a result, while we strive to protect the information we maintain, we cannot guarantee or warrant the security of any information you disclose or transmit to our Product(s) and cannot be responsible for the theft, destruction, or inadvertent disclosure of information.

You are responsible for maintaining the confidentiality of your account password and for any access to or use of the Product(s) using your password, whether or not authorized by you. Please notify us immediately of any unauthorized use of your password or account or any other breach of security.

7. Children's Privacy

Our Product(s) is directed to a general audience. Our Product(s) does not knowingly collect, use, or disclose personal information from children under the age of 13. If you are under 13 years of age, please do not submit any personal information through our Product(s) without the express consent and participation of a parent or guardian.

8. Links to Third Party Sites and Services

The Product(s) may contain links to other websites or online services that are operated by third parties and that are not under the direct control of USA Archery, including, but not limited to archery club websites accessed through the USA Archery website. Such links do not constitute an endorsement by USA Archery of those other websites, the content displayed therein, or the persons or entities associated therewith. This Privacy Policy does not apply to this third-party content. We encourage you to review the privacy policies of these third-party websites or services and to direct any questions to such third parties.

9. Users Outside the U.S.

USA Archery is based in the United States, and, regardless of where you use our Product(s) or otherwise provide information to us, the information may be transferred to and maintained on servers located in the U.S. Please note that any information we obtain about you will be stored in accordance with U.S. privacy laws, regulations, and standards, which may not be equivalent to the laws in your country of residence. By using our Product(s), you consent to this collection, transfer, storage, and processing of information to and in the U.S.

10. Privacy Policy Updates

We may modify this Privacy Policy at any time by posting revisions to the Product(s) and revising the effective on this policy date, or by providing other appropriate notice. We encourage you to periodically review this statement to be informed of how we are protecting your Personal Information.

11. Contact Us

If you have any questions about this Privacy Policy, please contact us at info@usarchery.org or write us at: 210 USA Cycling Point, Suite 130, Colorado Springs, CO 80919.

To view our Terms of Use, please go [here](#).