

Dear Parents/Boosters,

As most of you should know, we are starting our Snap Raise online campaign. Daniel, our local rep, is coming out to get all the kids logged in. Several parents had some questions about the privacy/protection of our athletes, and of the email contacts, which we totally understand and why we are sending you the below information. The bottom line is that we have done our research, talked to coaches from other schools that have used Snap, and feel more than confident in this program.

*Snap! Raise Safety Info:*

Snap ensures that all information and transactions processed on *Snap!* are confidential and fully secure. *Snap!* will at all times provide, maintain, and support its software and subsequent updates, upgrades, and bug fixes such that the software is, and remains secure. *Snap!* agrees to preserve the confidentiality, integrity and accessibility of organization data with administrative, technical and physical measures that conform to generally recognized industry standards and best practices.

Such precautions include but not limited to:

- 128-bit Secure Sockets Layer (SSL) technology for secure Internet Protocol (IP) transactions.
- Industry leading encryption hardware and software methods and security protocols to protect customer information.
- *Snap!* uses Authorize.net to process all payments, an industry leader in payment processing. No credit card data is ever stored on *Snap!* servers.
- 100% compliant with the Payment Card Industry Data Security Standard (PCI DSS).

How can *Snap!* guarantee athlete information is private?

The only information shown is the athlete's name and picture. The web page is 100% private in that you cannot search their website for our team and find your child's page. The only people who can visit the page have to be invited via email, Facebook, Twitter, or text. The information on *Snap!* is less detailed than the information you find on most Team Website Rosters. And you do NOT have to post on social media.

Are emails private?

Emails are 100% private; they will only be used for the 4-week campaign. Then once the campaign closes, the emails are deleted off the system and never used again. Potential donors can choose to ignore emails and not receive any more during the campaign. *Snap!* is in compliance with the Can-Spam Act of 2003.

Facebook:

Athletes will be able to make a post to their status and tag people who they think would like to support. They will only be able to tag their Facebook friends in the post. If parents do not want their child sharing on Facebook, the parents can share instead.

Twitter:

Athletes can share it (tweet it) to their Twitter, which will only be seen by their twitter friends.

Who will be able to see my child's face on the page?

The only people who will be able to see the page will have to be invited by your child or yourself.

*Snap!* is in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), in that they do not collect any information from anyone under 13 years of age. Their website, products, and services are all directed to people who are at least 13 years old or older.

Are we just spamming our local community?

Absolutely not, participants reach out to their biggest fans and ask for donations. These are their family members, aunts and uncles, and friends who would like to support them. These are the people that genuinely want to help. Knocking door-to-door selling products is a much harsher burden on the community. Email recipients can always ignore or unsubscribe from the email.

Kids are learning teamwork, our supporters are helping from near and far, this is a financial relief to parents, and it means more time for our kids to practice and for me to coach. Thank you all for your concern and your commitment, and I ask that you guys have the confidence in me to run this program efficiently, safely, and effectively.

Thanks again! - Coach