

SMS Communication Privacy Policy

Effective Date: August 19, 2025

Last Updated: August 19, 2025

Toronto International Football Academy (“TIFA,” “we,” “our,” “us”) values your privacy. This Privacy Policy explains how we collect, use, and protect personal information provided for SMS (text message) communications with parents, guardians, and players.

1. Information We Collect

We may collect the following information for SMS communications:

- Parent/guardian name and phone number
 - Player’s name and team assignment
 - Emergency contact details (if provided)
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2. How We Use SMS Communication

We use SMS messaging strictly for academy-related purposes, including but not limited to:

- Training and game reminders
- Schedule changes and cancellations
- Academy announcements and event updates
- Emergency notifications
- Occasional information about academy programs and opportunities

We will not use your phone number for unrelated marketing or share it with third parties.

3. Consent & Opt-Out

By providing your phone number, you consent to receiving SMS communications from TIFA.

- You may **opt out at any time** by replying *STOP* to any SMS message.
 - After opting out, you will no longer receive SMS messages but may still receive important communications by email.
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4. Data Protection

- Phone numbers are stored securely and accessed only by authorized TIFA staff.

- We do not sell, rent, or disclose your phone number to outside organizations.
 - We take reasonable measures to protect your information against unauthorized access, loss, or misuse.
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5. Compliance

Our SMS practices comply with the **Canadian Anti-Spam Legislation (CASL)** and other applicable privacy regulations.

6. Changes to this Policy

We may update this SMS Privacy Policy from time to time. Updates will be posted on our website with a new “Effective Date.”

7. Contact Us

If you have any questions or wish to update or remove your contact information, please contact us at:

Toronto International Football Academy Inc.

connect@torontofa.com

+1 (416) 577-0271