

Player Pager Privacy Policy

Last updated and effective as of: January ____, 2019

Welcome to the website located at playerpager.com and related subdomains (the “*Site*”) and related services (the “*Service*”), each owned and operated by Player Pager (“*Player Pager*,” “*we*,” “*us*,” or “*our*,” as used in this Policy). This Privacy Policy explains how we collect, use and share information gathered from visitors to our Site and end-users of our Services (“*you*,” “*your*,” or “*users*” as used in this Policy). This Privacy Policy explains, among other matters:

- Users of our Services may upload or direct us to collect personal information about them and information about their physical and athletic performance. Users can choose to connect and share this information with other users.
- We may generate reports from our collective data holding that describe some or all of our users on an anonymous basis, and in some cases we use de-identified demographic information to facilitate the targeting of advertisements.
- Once you have used the Services, certain anonymized results of the processing of your data will be stored on our servers indefinitely, though we remove personal information after you delete your account and/or upon your request.

What We Collect

When you visit the Site, we log and store your IP Address and technical information about your visit like your browser type and how you progressed through the Site, where you abandoned it, etc. (“**Usage Data**”). We may also collect Usage Data in connection with your use of the Services.

As a Site visitor, we place a small piece of software referred to as a “cookie ” on your computer to help us collect this Usage Data.

If you use the Services and create an account, we also use this cookie to recognize you on return visits and expedite the login process. You can remove this and other cookies through your browser preferences menu, though the exact method varies depending on the type of browser you use - but note that you will have to log into our service again each time you visit the Site if your cookies are disabled. If you visit from a mobile device, we may reference your device identifier or other information about where your visit originated.

Cookies used by our Services are “session” cookies that last 12 hours by default, which expire after you log out. If you select “Remember me” when you login, this cookie is stored for a longer period of up to 3 months in order to expedite future logins and avoid your having to re-enter passwords frequently. We encrypt our cookies and do not store personal information in these cookies.

When you register and enter the following items of **Personal Information** into your profile, we collect and store: your name, email, date of birth, parent’s email (if you are 18 or under), city, state, zip code, phone number, school, and graduation year. You may chose to add (1) links to your social media profiles on Facebook, Twitter, and Instagram (“**Social Profile**

Information”) and/or (2) measurements of your height, weight, 40 yard dash time, and other physical performance statistics as well as your jersey number (“**Performance Information**”). You can, but are not required to, add **Recruiting Information** including your GPA, SAT score, ACT score, and graduation date, as well as school commitment info and a personal statement.. You can also add personal statements and sports you play, or professional players you admire. We refer to Personal Information, Social Profile Information, Recruiting Information. Performance Information in this Policy collectively as “**Account Information.**”

We may from time to time collect public roster information and associate it with information in our database.

You can identify yourself on our platform as a player, coach, parent, media, fan, alumnus, and/or cheerleader. This selection will change the platform functionality made available to you, but the data we collect and how we use it is comparable across such roles.

About Videos

The Service allows you to upload photos and videos of your athletic performance, and/or connect them from other sites, and to share them on your social media accounts. You can tag yourself in videos, and others can also tag you in videos. Our tagging function previews names of accounts in our database based on the first few letters typed. If you don’t want to be taggable, please email privacy@playerpager.com.

Some videos may be sponsored by third party advertisers. We may collect anonymous, aggregate data about how many time a video has been viewed [and who viewed it].

Information Collection via Email

When we send an email from the Service, it contains embedded software code that tracks when the email has been open or clicked upon. This functionality sends the resulting records back to our Service, which may be associated with other information you have provided us.

How We Use Your Information

Usage Data helps us monitor aggregate metrics such as total number of visitors, traffic, usage, and demographic patterns on our Site, diagnose or fix technology problems, and otherwise plan for, improve and enhance our Site or our business operations. We may associate Usage Data we automatically collect with your other information if you become a user of the Services.

We will display the Account Information you input into a profile on the Site where other users can connect with you. We use Account Information to help connect you with other players, coaches, fans, alumni, media, and potential schools for recruiting purposes. This may result in display of your name, GPA, and Performance Information (for example) to a recruiter, in those recruiters making direct contact with you, and/or the display of advertising which might be relevant to you. Your Personal Information and videos you are tagged in or have uploaded may be displayed to recruiters according to your expressed preferences when using the Services.

Usage Data may be de-identified (according to our best efforts) and used to create reports about our user behavior, to run analytics, to generate advertising criteria that we allow third parties to use to target ads to our users, to make suggestions in our applications and Services for matching criteria, and other similar reporting and analytics functions (including creating and sharing anonymized reports). These external reports would not include personally-identifiable information about users of our Services.

Data regarding athletic programs and their behavior on the Services and in related transactions may also be collected and used in reporting and analytics.

Sharing

We may share Usage Data with our third party service providers in the course of our operations, with affiliates of our business, or in connection with the display of first or third party advertising specific to your geographic location or anonymized demographic information. We may also engage third parties to help us improve our business, such as analytics providers, and such parties may have access to aggregate or individual Usage Data.

We may also share users' personal information with:

- Other companies owned by or under common ownership with us (i.e., any organization we own or control) or our ultimate holding companies (i.e., any organization that owns or controls us) and any subsidiaries it owns. These companies will use your personal information in the same way as we can under this Policy;
- Third party vendors, consultants and other service providers that perform services on our behalf, in order to carry out their work for us, which may include providing cloud storage or hosting services, payment processing, marketing assistance, email delivery, content or service fulfillment, or providing analytics services. We share personal information with these third parties as needed to perform services for us and under reasonable confidentiality terms;
- Third parties upon your request. For example, you may have the option to share your activities on our Services with your friends, Coaches, etc. through social media or with athletic programs you want to contact;
- Other parties in connection with any company transaction, such as a merger, sale of company assets or shares, reorganization, financing, change of control or acquisition of all or a portion of our business by another company or third party or in the event of bankruptcy or related or similar proceedings; and
- Third parties as required to (i) satisfy any applicable law, regulation, subpoena/court order, legal process or other government request, (ii) enforce our Terms of Service, including the investigation of potential violations thereof, (iii) investigate and defend ourselves against any third party claims or allegations, (iv) protect against harm to the rights, property or safety of Player Pager, its users or the public as required or permitted by law and (v) detect, prevent or otherwise address criminal (including fraud or stalking), security or technical issues. We may also share information with others in an aggregated and anonymous form that does not reasonably identify you directly as an individual.

Storage, Security and How to Remove Your Information

We store user Personal Information on servers in the United States under the control of our third party service provider in a multiple databases under that providers' direct control. We store backups of your information in two separate server spaces, which are only accessible to us and our development partner. Monthly backups are subject to an additional layer of facility security. While we reserve the right to change service providers, we currently engage with a provider ("Hosting and Security Provider") who (i) collects operational information such as processor and memory usage, storage capacity, navigation of our Services, and system-level metrics and (ii) employ a variety of security technologies and measures designed to protect information from unauthorized access, use, or disclosure. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information. However, please bear in mind that the Internet cannot be guaranteed to be 100% secure.

Each site is staffed 24/7/365 with on-site physical security to protect against unauthorized entry. Security controls provided by our datacenter facilities includes but is not limited to:

- 24/7 Physical security guard services
- Physical entry restrictions to the property and the facility
- Physical entry restrictions to our co-located datacenter within the facility
- Full CCTV coverage externally and internally for the facility
- Biometric readers with two-factor authentication
- Facilities are unmarked as to not draw attention from the outside
- Battery and generator backup
- Generator fuel carrier redundancy
- Secure loading zones for delivery of equipment

Our Hosting and Security and Provider maintains security features in compliance with ISO 27001:2013, SOC1 and SOC 2/SSAE 16/ISAE 3402, and PCI-DSS.

Access to our servers is protected by security keys as well as two-factor authentication. Access to servers that store personal information is limited to Employees who have a need to access such information to operate our Services.

Your activity on the Site does not allow us to recognize or acknowledge Do Not Track signals, though our registration process and services are secured according to specific contractual promises. Do not transmit any sensitive or personal information using the Site other than as directed to enter into a subscription or trial with us.

Deleting Your Account. Personal Information is deleted from our systems when a user deletes his/her account. Users can do so by sending a message to privacy@playerpager.com expressly requesting such deletion. If deletion is requested, account information is deleted immediately from our local servers, but it may take up to sixty days to clear such personal information from backup storage. After the 30 day retention period, we will remove Personal Information from our records in any way practicable, though we retain certain non-identifiable, anonymized usage information about your behavior and interactions while using our service, backup copies of certain of our data, and other de-identified information about your account activity notwithstanding any such deletion. Our service cannot operate without using your Account Information.

Your California Privacy Rights

If you are a California resident:

At any time, you may email privacy@playerpager.com for more details about what personal information a business has collected about them, where it was sourced from, what it is being used for, whether it is being disclosed or sold, and to whom it is being disclosed or sold - though we do not sell, nor do we plan to sell, Personal Information about our users. Your inquiries will not affect your ability to receive equal service and pricing from us.

California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information by Player Pager to third parties for the third parties' direct marketing purposes. To make such a request, please contact us at the email or address listed below.

Third Party Links

The Site may, from time to time, contain links to and from third party websites of our partner networks, advertisers, partner merchants, retailers and affiliates. If you follow a link to any of these websites, please note that these websites have their own terms of service and privacy policies and that we do not accept any responsibility or liability for their policies. Please check the individual policies before you submit any information to those websites.

Children

Minors under 13 are not permitted to use our Site without express parental consent to both use the Services and be bound by our Terms of Service and this Policy. We do not intentionally collect information from minors under 13. If you believe we have collected any personal information from a child younger than 13 years of age, please notify us immediately at privacy@playerpager.com and we will do anything reasonably possible to remove that information from our systems.

Contact Us and Accessing Your Information

If you have any questions about our privacy practices, or if you wish to remove any of your personal information from our records please contact us at either:

Attn:

PlayerPager Privacy
708 Sackett St
Brooklyn, NY 11217

or

privacy@playerpager.com

In both cases, you will reach our dedicated privacy chief. Note that we do not have identifying information on file for most users. We can only remove personal information actually in our possession.

Updates to this Policy

If we update this policy and make material changes to it, as determined in our sole discretion, we will email our users and inform them of the update. You must check this policy periodically for minor changes, which may be made without notice at any time.

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