

Impact Sports Academy West Privacy Policy

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Introduction

At St. Croix Valley Athletics dba Impact Sports Academy West (“**Company**” or “**we**”), we respect your privacy and are committed to protecting it through our compliance with this Privacy Policy.

This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit or use any of the features of our website www.impactsports.gb.com (our “**Website**”) or you access or use the Impact Sports Academy mobile application (the “**App**,” collectively with the Website, the “**Online Services**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Privacy Policy applies to information we collect:

- On or through the Online Services.
- In email, text, and other electronic messages between you and the Online Services.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this Privacy Policy.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Online Services.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Online Services. By accessing or using any Online Service, you agree to this Privacy Policy.

This Privacy Policy may change from time to time (see *Changes to Our Privacy Policy*). Your continued use of any Online Service after we make changes is deemed to be acceptance of those changes, so please check the Privacy Policy periodically for updates.

Children Under the Age of 13

Our Online Services are not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Online Services. We do not knowingly collect personal information from children under 13. If you are under 13 do not use or provide any information on our Online Services or through any of their features, register on the Online Services, use any of the interactive features of the Online Services, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at info@impactsportswest.com.

Information We Collect About You and How We Collect It

We collect various types of information from and about users of our Online Services. We may collect information: (i) by which you may be personally identified, such as name, age, postal address, e-mail address, telephone number, or other identifiers by which you may be contacted online or offline; (ii) that is about you but individually does not identify you, such as IP address or other online identifiers; and/or (iii) about your internet connection, the equipment you use to access our Online Services and usage details (collectively, “**Personal Data**”).

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.

Information You Provide to Us

The information we collect on or through our Online Services may include:

- Information that you provide by filling in forms or responding to prompts on our Online Services. This includes information provided at the time of registering to use our Online Services. We may also ask you for information if you report a problem with our Online Services.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete.

- Details of transactions you carry out through our Online Services and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Online Services.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Online Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Online Services, including traffic data, logs, and other communication data and the resources that you access and use on the Online Services.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include Personal Data. It helps us to improve our Online Services and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Online Services according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Online Services.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of our Online Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Online Services.
- **Web Beacons.** Pages of our the Online Services and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for

example, recording the popularity of certain website content and verifying system and server integrity).

Third-Party Use of Cookies

Some content or applications, such as embedded videos, on the Online Services are served by third parties. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Online Services. The information they collect may be associated with your Personal Data or they may collect information, including Personal Data, about your online activities over time and across different websites and other online services.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Online Services and their contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- If applicable, to create, maintain, customize, and secure your account with us.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To allow you to participate in interactive features on our services.
- To process your requests, purchases, transactions, and payments and prevent transactional fraud.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Online Services or any products or services we offer or provide through it.
- To help maintain the safety, security, and integrity of our services, other technology assets, and business.

- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our users is among the assets transferred.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose Personal Data that we collect or you provide as described in this Privacy Policy:

- To contractors, service providers, and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply terms of sale and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Online Services may then be inaccessible or not function properly.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") on the NAI's website.

Links from the Online Services; Third Party Collection

If the Online Services contain links to other sites and resources provided by third parties, these links are provided for your convenience only. This includes links contained in advertisements, including banner advertisements and sponsored links. We have no control over the contents of those sites or resources and accept no responsibility for them or for any loss or damage that may arise from your use of them. If you decide to access any of the third-party websites linked to our Online Services, you do so entirely at your own risk and subject to the terms and conditions of use for such websites.

We do not guarantee that you will receive notice or an alert when providing information to a third party or when you leave our Online Services, and it is your responsibility to determine the party to whom information is being provided or when you have left the Online Services. Any personal information you provide to a third party, including through linked pages or applications, is provided directly to that third party and is subject to that third party's privacy and other policies. We encourage you to learn about the privacy and security practices and policies of any third party before providing them with personal information.

Data Security

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your information, we cannot guarantee the security of any information transmitted to our Online Services. Any transmission of Personal Data or other information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Online Services.

Information Received From Third Parties

If you choose to connect your account on our services to your account on another service, we may receive information from the other service. You may also choose to grant us access

to your data from another service. You can stop sharing the information from the other service with us by removing our access to that other service.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about any third party's policies or procedures, you should contact the responsible provider directly.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Online Services and this Privacy Policy to check for any changes.

Geographic Restrictions

The Company is based in the State of Wisconsin in the United States. We provide the Online Services for use only by persons located in the United States. We make no claims that the Online Services or any of its content is accessible or appropriate outside of the United States. Access to the Online Services may not be legal by certain persons or in certain countries. If you access the Online Services from outside the United States, you do so on your own initiative and are responsible for compliance with local laws.

Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at info@impactsportswest.com.