

Privacy Policy

This Privacy Policy (“Policy”) addresses how SensScore collects, uses, and discloses the information it collects through the SensScore website (www.sensscore.com) (“Website”) and the SensScore mobile application (“Mobile Application”). Both the Website and Mobile Application are referenced collectively as the “Platform.” References in this Privacy Policy to “we,” “our,” or “us” means SensScore Digital Inc. When we refer to “you,” “your,” or “user,” we mean the individual user of the Platform.

Your use of our technology platform is subject to our Terms and Conditions of Use, which incorporates this Privacy Policy and our Cookie Policy.

SensScore’s technology platform connects a broad spectrum of users in the sports industry with a focus on the sport of hockey. SensScore allows players, parents, coaches, athletic scouts, trainers, health professionals, team representatives, and service and equipment providers to collaborate on a single platform. Users create a profile that embodies their athletic identities so they can share their identities and engage with a network of other users to exchange knowledge and explore athletic opportunities. SensScore creates a community where users can share experiences, keep up-to-date with players and teams, seek and share knowledge and advice, and match players, teams, coaches, and other professionals. The Platform is inclusive and joins users at all levels of the sports industry—from professionals, collegiate and high school sports, recreational sports, and youth sports.

The SensScore Platform also provides a marketplace where suppliers both on the national and local level can make their goods and services available to players, teams, and other users that can benefit the most from the goods and services being offered. The marketplace will provide users with access to suppliers that include, without limitation, sporting gear retailers, nutritional product retailers, coaches, athletic trainers, nutritionists, massage therapists, and physical therapists, among others (collectively “Marketplace Suppliers”).

The Platform will also make consulting services available to users through the SensScore’s Insight Edge Sports Group (“Inside Edge”). The Inside Edge services will allow users to book professionals who offer athletic performance assessment and advisory services that will allow players to better understand their current level of performance and how they can improve.

What Information Does SensScore Collect from Users?

The information we collect from you varies based on how you choose to interact with the Platform and your role with the Platform. The information we collect depends upon your role as a player, parent, coach, athletic scout, health professional (*e.g.*, team doctor, physical therapist, nutritionist, etc.), team representative (*e.g.*, school athletic director or team general manager), or Marketplace Supplier.

Registration

In order to utilize the services available through our Platform, you must register for an online account. When registering for an account, we will collect your first and last name, team name, mailing address, telephone number, email address, nationality, primary language, your role or profession (*e.g.*, player, parent, coach, health professional), and a username and password (“Registration Information”).

Profile Information

Users will also be asked to provide information to create a profile (“Profile Information”). For users that register as a player or player representative, Profile Information will include age, height, weight, sports played, position played, career statistics (*e.g.*, number of seasons played, goals scored, assists, etc.), team affiliation, contract status (*e.g.*, whether the player is under contract with a professional team), league affiliation, school affiliation, academic information (*e.g.*, grade level, grades earned, test scores, etc.), social media usernames, website links, hobbies and interests, a profile picture, videos and photographs of athletic performances, athletic performance information (*e.g.*, running times, vertical leaps, etc.), and health metrics gathered from wearable technology (*e.g.*, distances traveled as captured from a FitBit®, heart rate information, etc.).

For users that register as a coach, athletic scout **or other team representative**, Profile Information can include a team affiliation, league affiliation, school affiliation, work history (*e.g.*, teams coached), career statistics (*e.g.*, win-loss record), videos and photographs of athletic performances (*e.g.*, game and practice videos), hobbies and interests, a profile picture, social media usernames, and website links.

For users that register as a health professional, Profile Information can include a profession (*e.g.*, physician, physical therapist, etc.), licensures held, geographic regions where services are offered, business name, work history, educational history, team affiliation, league affiliation, school affiliation, a profile picture, social media usernames, and website links.

For users that register to become a Marketplace Supplier, Profile Information can include a business name, a business logo, a description of goods and services offered, social media usernames, website links, and Payment Information relating to Market Supplier payment accounts (*e.g.*, Paypal® or other services capable of processing payments).

Device Information

Our Platform utilizes internet cookies, pixel tags, web beacons, and other technologies (“Technologies”) that allow us to automatically collect certain information about users of the Platform. Using these Technologies, we will automatically collect technical information from your computing device, including your internet protocol address, your geographical location, browser name, computing device type, internet service provider, operating system, language preference, and internet browsing history.

Platform Usage and Content Information

We collect personal data from you when you provide, post or upload it to our Platform, such as posts concerning your game or practice performance or sharing articles and website links. We also collect content and information that other people provide about you when they use the Platform, including sharing a post or article about you or sending you a message.

The Platform collects the communications received and sent through the Platform, including individual and group messages exchanged between and among players, coaches, teams, and other users. The Platform utilizes a third-party software service provider to implement an integrated messaging service that facilitates individual and group messaging, and the third-party provider collects messages received or sent through the Platform.

SensScore collects information about the people and groups you are connected to and how you interact with them, such as the people you communicate with the most or the groups you like to share with. We also collect contact information you provide if you upload, sync, or import this information (such as an address book) from a device.

We log usage data concerning your use of the Platform, such as when use the Platform and for how long, when you view or click on content (*e.g.*, watching a video), perform a search, share articles, connect with other users, or visit a Marketplace Supplier's website using a website link available through the Platform.

Communications with SensScore

If a user chooses to utilize the "Contact Us" functionality for general inquiries or to request technical support, we will collect your name, an email address, and any other pertinent details you provide us in connection with your inquiry.

The Platform incorporates an integrated chat bot that allows users to contact SensScore to request technical support, ask account questions, or submit other types of inquiries. SensScore will log communications submitted through the chat bot feature.

In the event that you choose to sign up for a SensScore newsletter or notification, we will collect your email address.

Payment Information

In order to facilitate user payments to SensScore, our Platform utilizes a third-party financial service provider, who will collect your first name, last name, payment card information, banking information, billing address, telephone number, email address, and any other pertinent information in connection with the transaction ("Payment Information").

Inside Edge Information

To facilitate rendering of Inside Edge consulting services, SensScore or its third-party consultants will collect Inside Edge Information relating to player experience (*e.g.*, number of games played, history of positions played, or statistics such as goals scored), athletic performance (*e.g.*, measures of speed, agility, or strength), skill performance (*e.g.*, evaluation of playing techniques and motion), and personal goals (*e.g.*, obtain athletic scholarship, learn a new position, etc.). This information will be collected in writing, electronically, or in-person directly from players, the player's coaches, parents, from reviewing videos of player performances, or from observing the player perform physical drills.

What Information Does SensScore Collect from Third Parties?

In connection with processing a payment transaction for services available on our Platform, our third-party financial service provider will require you to provide additional information, to the extent not prohibited by applicable law, to verify your identity in an effort to combat against fraud and identity theft.

SensScore gathers player and coach information from publicly available, third-party sources that include, without limitation, websites such as Elite Prospects (<https://www.eliteprospects.com/>) and HockeyDB (<https://www.hockeydb.com/>). SensScore also captures player and coach information from databases associated with various hockey leagues, such as the National Hockey League (<https://www.nhl.com/>) and the Swiss Ice Hockey Federation (<https://www.sihf.ch/de/>), among others. Player information gathered from these sources includes player positions, birth dates, birthplace, height, weight, draft position (if applicable), a history of teams and leagues where a player has participated, contract status, player professional earnings, the name of the youth team where a player participated, and player statistics such as games played, goals scored, assists, or points earned. Coach information gathered from these sources include birthdate, birthplace, a work history of teams coached, a win-loss record, season results (*e.g.*, made the playoffs), and awards earned.

SensScore receives information about you and your activities on and off the Platform from third-party partners, such as purchasing information received from Marketplace Suppliers. SensScore will receive information concerning the items you purchased, the dates purchases were made, and the amount of money spent on your purchases.

SensScore does not control third-party websites, database, and sources from which SensScore collects data, including those listed in this Privacy Policy. You acknowledge that SensScore is not responsible for errors, omissions, inaccuracies, copyright compliance, legality, decency, or any other aspect of the content of such third-party sources. You are responsible for reaching out to such third-party source directly to correct, clarify, or dispute data and information obtained from third-party sources.

How Does SensScore Use the Information it Collects?

How SensScore uses your information depends on how you interact with the Platform and other users, your role, and the choices you select in your settings.

Providing Platform Services

The SensScore Platform allows you to collaborate and communicate with other users and stay up-to-date on the activities of other players, coaches, and teams. To do so, you can connect with other users that you select and form groups of connected users (*e.g.*, a team or league). When you connect with other users, they will be able to view elements of your Profile Information that can vary depending on your account settings and your role. For example, players connected as a team will not be able to view academic and athletic performance information of other players, but team coaches or physicians will be authorized to view this information.

We use information about you to help other users find your profile and suggest connections for you. For example, SensScore will suggest that you connect with other users that are on your current team or that play in the same league. Depending on your privacy settings, SensScore will also make your Profile Information available for coaches and athletic scouts to search and contact you for purposes of recruiting.

SensScore will also use your information to help you stay informed about news, events, and opportunities that are tailored to your needs and interests. This could include suggesting videos and articles that match your Profile Information or search history or informing you if an athletic scout is searching for someone that matches your geographic area, position, or prior league experience.

Promoting Safety and Security

We utilize Registration Information that we collect to create an account for the user and verify a user's identity. We also use your information to promote safety and security by investigating suspicious activity and violations of our Terms and Conditions of Use.

Marketing and Communications

Where you choose to opt-in to receive advertising, marketing, and promotional email communications, we will use your email address to provide you with such communications. We also use your information to respond to you when you contact SensScore.

When you make a selection in the SensScore marketplace, SensScore will use information about your selection and your profile to track purchasing information made through Marketplace Suppliers. Purchasing information relating to Marketplace Suppliers is used by SensScore to facilitate a financial relationship between SensScore and Marketplace Suppliers and to create tailored advertising marketing, and promotional materials presented to users while using the Platform.

SensScore also uses Profile Information, Registration Information, and Inside Edge Information to tailor the advertising, marketing, and promotional materials presented to you through the Platform. For example, the Inside Edge Information might indicate a player desires to improve attributes such as strength or speed, which together with Registration Information is used to recommend personal athletic trainers who offer services in the same geographical area as the player's home address. The purpose of this tailored advertising and marketing is to ensure Platform users have access to services they need and to facilitate a financial relationship between SensScore and Marketplace Suppliers.

Insight Edge Consulting Services

SensScore's Insight Edge services will use your Profile Information, Inside Edge Information, and other data to render assessment and consulting services. This use can include review and analysis of your athletic performance information, career statistics, or health information captured from wearable devices to render an assessment and recommend strategies for improvement.

Payment Information

The Payment Information collected by our third-party financial service provider is utilized by that third-party service provider to complete financial transaction and facilitate payment between users and SensScore for monthly subscription fees or Inside Edge services. This information is also used to verify a person's identity, facilitate payment, and combat fraud in connection with processing a particular payment method in connection with the services.

Research and Development

SensScore is continuously looking for ways to better serve our users and improve the Platform. To that end, SensScore utilizes user data to conduct research and development activities, such as testing new services and features, evaluating current services and features, conducting audits, or troubleshooting the Platform. We also use your data to generate insights that do not identify you, such as analyses of Platform usage or sports industry trends.

How is User Information Shared?

Generally

In connection with offering users access to our Platform, SensScore utilize a number of third-party service providers. Our provides include, without limitation, web and data hosting through Amazon Web Services ("AWS"), back-end functionality provided by Microsoft Azure and Microsoft Office, workflow management software utilized internally by SensScore, messaging software services to provide communication among Platform users, software and mobile application developers, marketing services, financial service

providers that process payments, and independent contractors that provide services through Insight Edge. Our contracts with these third-party service providers prohibit any use of your personal information except as required to render services to SensScore.

The management and storage of user information is regionalized. User information for SensScore's North American users is managed by a United States hosting provider, and user information for European users is managed by a European hosting provider.

Services within the Platform

Subject to your privacy settings and role with the Platform, your Profile Information and other data can be viewed and used by other Platform users. Other Platform users have the option to share or use your information outside of the Platform to provide coaching or assessment services, to recruit athletes, or monitor academic eligibility, among other purposes that are outside SensScore's control. Your information will be visible by others outside the Platform, such as Marketplace Suppliers or third party search engines.

Law Enforcement and Responding to Legal Processes

If required by law or subpoena, warrant, court order, or another legal demand by a court, law enforcement, or government authority, we will disclose your information to the extent necessary to comply with such law or legal process, as determined in our sole discretion. We will also disclose your information if necessary to protect our legal rights or prevent harm to another, as determined at our sole discretion.

Sale or Acquisition of SensScore

In the event that SensScore is sold to, or substantially all of its assets are acquired by a third party, the assets disclosed to the acquiring third party will include the information that we have collected and maintain about users.

What is SensScore's Policy Regarding Information from Children?

You must be at least 14 years of age to access or otherwise use the Platform. If you are not at least 14 years of age, you must immediately terminate your usage of the Platform. We do not knowingly solicit information from or otherwise market to children under the age of 14. If a minor child has provided us with any personal information, the child's parent or legal guardian should immediately contact us to have us delete such information. If we discover that a user is under 14, we will terminate the user's account.

Security of Information

We value the security of your information and have implemented commercially reasonable practices to help keep your personal information secure. User accounts are protected by a username and password. Please exercise care to ensure the safety and

security of your username and password. Our Terms and Conditions of Use specifically prohibit the sharing of your username and password with another party. Should you contact us, please do not include any sensitive information, such as credit card, medical or other information of a sensitive nature as the security of email and other communications cannot be guaranteed. Please be advised that no mobile application, website, or system is impenetrable. As a result, we cannot warrant the security or confidentiality of your information on the Platform.

Hyperlinks to Third-Party Sites

Our Platform contains hyperlinks that if clicked, will redirect you to a website that is controlled, owned, and operated by a third party (each, a “Third-Party Site”). Please be advised that we have no control over the content, information, business, or privacy practices of any Third-Party Site or service that is owned or operated by a third party. We strongly encourage you to carefully review the privacy policies and terms of service for any Third-Party Site or service. Under no circumstances will we be responsible for the content or practices of such Third-Party Site.

Your Options for Viewing, Updating or Deleting Information

You have the ability to view, update, download, or remove your personal information from the Platform using your account settings. For personal information that we have about you, your account provides you with options to:

- Delete Data—You can erase or delete all or some of your personal data.
- Change or Correct Data—you can edit some of your personal data through your account. You can also ask us to change, update or fix your data in certain cases, particularly if it’s inaccurate.
- Object to, or Limit or Restrict, Use of Data—You can ask us to stop using all or some of your personal data (*e.g.*, if we have no legal right to keep using it) or to limit our use of it (*e.g.*, if your personal data is inaccurate or unlawfully held).
- Right to Access and/or Take Your Data—You can download or ask us for a copy of your personal data.

You can delete your account any time. When you delete your account, we delete your Profile Information. Keep in mind that information that others have shared about you is not part of your account and will not be deleted when you delete your account.

Depending upon your internet browser and computer device settings, you may have the option to reject or block internet cookies while browsing our Website. But please be advised that doing so will cause some functions on our Website not to work for you.

Do Not Track Signals

We currently do not share personal data with third parties for direct marketing purposes without your permission. The SensScore Platform does not recognize or otherwise respond to Do-Not-Track signals.

European Union (“EU”) General Data Protection Regulation (“GDPR”) Disclosures.

The EU’s GDPR requires that we provide EU data subjects with disclosures regarding our data collection, use, and sharing practices as well as information about EU data rights. References included in this section of the Policy to terms such as “controller,” “data subject,” “personal data,” “processor,” and “supervisory authority” shall have the meanings set forth in Regulation (EU) 2016/679 of the European Parliament and of the European Council, dated 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

Identity of the Controller

SensScore Digital, Inc.
16192 Coastal Highway
Lewes, DE 19958-9776
USA

Purposes of Processing

- The personal data, communications, content, and platform usage data that we collect from you in connection with your use of the Platform is processed for the purposes set forth in the foregoing sections of this Privacy Policy. To the extent that you register for account for services and provide us with Registration Information, Profile Information, Payment Information, usage information, content, communications, or other data and information, the legal basis for our processing activities, as detailed in this Policy, is both your consent and by contract pursuant to our Platform Terms and Conditions of Use, which are incorporated by reference herein.
- If you contact us using the “contact us” link, a technical support link, or the integrated chat bot, the legal basis for our processing is both your consent and our legitimate interest in servicing current and prospective customers.
- The legal basis for our processing utilizing the Technologies is your consent.

- If you choose to register for a SensScore newsletter, or if you choose to opt-in to receive advertising, marketing, and promotional email communications, the legal basis for processing is your consent.

Recipients of your Personal Data

We provide your personal data to third parties, including service providers, law enforcement (where legally required) and in connection with the sale of our business as more fully described in the section “How is User Information Shared?”

Data Transfers

SensScore is located within the United States of America. The Platform is available for use within the United States of America, Canada, Mexico, countries within the European Economic Area (“EEA”), and Switzerland. When you provide us with personal data, this information is stored and processed within the United States and Frankfurt, Germany.

Data Retention Policy

At this time, we retain your personal data until you contact us to request deletion of such personal data.

EU Data Rights

Pursuant to EU law, EU data subjects are afforded specific data rights under the GDPR, including the right to request access to and rectification of the personal data that we have collected and maintain about you. An EU data subject has the right to request deletion of your personal data from us. Data subjects are afforded the right to object to certain processing activities and request data portability with respect to the personal data that we maintain about you.

To the extent the legal basis for our processing of your personal data is based solely on your consent, data subjects have the right to withdraw their consent at any time. Where we fall short of our applicable legal requirements under the GDPR, data subjects have a right to lodge a complaint against us with a supervisory authority. Data subjects may exercise their data rights by contact us using one of the methods described below.

Statutory or Contractual Requirement for the Collection of Personal Data

The personal data that we collect from you in connection with your use of the Platform is not required by any statute or legal authority. Instead, the personal data that we collect from you in connection with your registration for services is required under the Platform Terms and Conditions that govern the services. To the extent that you choose not to provide us with any required information, we will be unable to complete your particular request or offer the full scope of services available under the Platform.

Contact Us

The SensScore Platform is operated by SensScore Digital, Inc.

Feedback, comments, requests for technical support, and other communications relating to the SensScore Platform, or the services available on or through the Platform should be directed to info@sensscore.com.