

## **Privacy Policy**

Balltime Ltd. (“**Balltime**”, “**we**”) is committed to maintaining the privacy of its users (“**user**”, “**you**”). The following information describes how Balltime collects and processes information about you when you use our Platform (as defined below) mobile application (“**App**”) and website (the “**Website**”).

Balltime provides mobile application and online platform (“**Platform**”) which enables coaches (“**Coach**”), athletes (“**Athlete**”) and their parents/legal guardians (“**Parent**”) (“together are referred to as “**users**”) to upload game or practice footage, edit or share such footage via a designated link and access game performance reports and analytics (“**Services**”). The platform uses AI technology to analyze the uploaded footage, and pre-edit it for the User’s convenience. The Website provides information about Balltime and its Services and enables its users to log in to the Platform and App, utilize the Services and contact Balltime.

This Privacy Policy applies to all users worldwide. If you are a resident of California, please refer to Section “Additional Privacy Information for California Residents” for information about the categories of Personal Information we may collect and your rights under California privacy laws. If you are a resident of Colorado, Connecticut, Florida, Montana, Nevada, Oregon, Texas, Virginia, or Utah, please refer to Section “Additional Privacy Information for Certain United States Residents”, which includes additional information about privacy rights for residents of certain U.S. jurisdictions.

### Contact Information and Data Controller Information

Balltime Ltd incorporated under the laws of Israel, and it is the controller of your Personal Data. You may contact us and our DPO as follows:

By email: [contact@balltime.com](mailto:contact@balltime.com)

By mail: Maharal 6 Tel Aviv 62481 Israel

## **DEVICE**

You can access the Platform, App and Website through various Devices. A “**Device**” is any digital device used to access the Platform, App and Website, including without limitation a desktop, laptop, mobile phone, tablet, or other consumer electronic device. This Privacy Policy governs your access of the Platform and Website, regardless of how you access them, and by using our Platform and Website you consent to the collection, transfer, processing, storage, disclosure and other uses described in this Privacy Policy.

## **COLLECTING INFORMATION**

During your interaction with our website and Services, we may collect aggregated, non-personal non-identifiable information, which may be made available or gathered via your access to and use of the Services (“**Non-Personal Data**”). We are not aware of the identity of the user from which the Non-Personal Data is collected. The Non-Personal Data being collected may include your aggregated usage information and technical information transmitted by your device, such as: the type of browser or device you use, language preference, time and date stamp, country location, etc.

We may also collect from you, directly or indirectly, during your access or interaction with the website or Services, individually identifiable information, namely information that identifies an individual or may, with reasonable effort, be used to identify an individual (“**Personal Data**”). The types of Personal Data that we collect as well as the purpose for processing and the lawfulness are specified in the table below.

We do not knowingly collect or process any Personal Data constituting or revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data, data concerning a person's health or data concerning a person's sex life or sexual orientation (“**Special Categories of Personal Data**”).

1) **Creating an Account:**

- a) **Athlete Account:** If you are an Athlete and you wish to create an account (“Athlete Account”), we will collect your Personal Information, such as your full name, email address, the educational facility or Youth Club Organization you are associated with, your team identification number and any content including videos that you choose to upload to the Platform. If you are a Parent, uploading the information of your child-Athlete, we will collect the information mentioned above in relation to your child, and your contact information to enable you to log in via the Athlete Account.

Please note that when an Athlete Account is created, Athlete Personal Information may be accessed by the Athlete, Parent (in some cases) and Coaches. Furthermore, please note that the general public may have access to Athlete Personal Information contained in the videos uploaded via the platform and shared by the user.

- b) **Coach Account:** If you register to create a Coach account (“**Coach Account**”), we will collect your Personal Information, such as your full name and email address, phone number as well as the list of Athletes (team roster) you submitted to the Platform and any content you choose to upload.
- c) **Individual Account:** If you register to create an Individual Account (“**Individual Account**”), we will collect your Personal Information, such as your full name and email address, phone number and any content you choose to upload. Please note that your Individual Account is set to be private by default and unless set otherwise by you, will not be shared with third parties.

The Athlete Account Coach account and Individual Account shall be referred together as Account. If you wish you create an Account using a Single Sign-On account (“**SSO**”) such as Google, Facebook or other available SSO services, note that signing in via the SSO will provide us with access to information these SSO services obtain about you, and all in accordance with your specific SSO's privacy settings. We will use this data to create your account and provide you with our Services in accordance with the agreement we have entered with you. use and transfer to any other app of information received from Google APIs will adhere to [Google API Services User Data Policy](#).

- 2) **Usage Data:** during your use on the Services or when you visit our website, information regarding your use is automatically generated and collected. Such information may include the click stream within the Services, the use of the Services and the time spent on different pages or features crash data analytics, etc. we record how you interact with our

Services. We log crashes, interaction with the Services, how often you use the Services, how long you are on the Service etc.

**3) Payment Information:** in order to use the Services, you may be required to provide customary billing information such as name, and billing address. We will collect the transaction information, however we do not collect any payment method information (i.e credit card) as we use third-party payment processors. Any transaction that are processed by such third-party payment processors will be governed by their privacy policies and terms.

**4) Marketing Communication and Newsletter:** If you wish to register and receive communications from Balltime, such as receiving our newsletter, and being provided with information on the Services, subject to your consent, we will collect your email address, and will send you the required materials. You can opt-out at any time, however certain content (such as invoices) will still be sent.

## **PURPOSE OF PROCESSING OF INFORMATION**

We use the Personal Information we collect from you for a range of different business purposes according to different legal bases of processing. We may use or process your Personal Information for the following purposes. One or more purposes may apply simultaneously.

### **1. Providing the Requested Services**

- We collect the your Account Personal Information set to enable you to create a an Account to use the Platform and App.
- We collect your Personal Information submitted when you contact us, to facilitate and support any question you may have with respect to the Website, App, Platform or Services.
- Such collection of information will enable us to provide you with technical and professional assistance, with regard to the Platform, App and Website you are provided with or wish to be provided with.

We process the Personal Information where it is necessary for the adequate performance of the contract regarding the requested Services.

### **2. Improvement and Development of the Services**

- We collect Personal Information to improve and develop our Services and understand feedback on Balltime's Platform, App and Website and to help provide more information on the use of the Services more quickly and easily.
- We collect Personal Information for ongoing review and improvement of the information provided on our Platform, App and Website to ensure it is user friendly.
- We collect Personal Information to improve the management and administration of our business and maintain compliancy with our internal policies and procedures.
- We conduct surveys and research, test features in development, and analyze the information we have to evaluate and improve our Platform, App and Website, develop new features, and conduct audits and troubleshooting activities.

We process this information in light of our legitimate interest in improving the Platform, App and Website, to allow our users to have the best experience.

### **3. Maintain a Safe and Secure Environment**

We may use your information to detect and prevent fraud, abuse and security incidents in the following ways;

- Verify and authenticate your identity and prevent unauthorized or illegal activity;
- Enhance the safety and security of our Platform and Website;
- Conduct security investigations and risk assessments;
- Prevent or take action against activities that are, or may be, in breach of our terms of service or applicable law.

We process this information in light of our legitimate interest in securing our Platform, App and Website by enabling our users to browse in a secure environment.

### **4. Personalize Content, Advertising and Marketing**

- If you have used Balltime's Services in the past, we have a legitimate business interest for matching the data we collect with other data we had already collected.
- This enables us to understand your needs and interests, optimize the content we send you and make it more suitable and relevant to your needs.
- This also enables us to improve your experience on the Platform, App and Website by providing you with personalized content, recommendations, and features.

We process this information in light of our legitimate interest to personalize your experience on the Platform, App and Website and customize our content.

## **HOW WE COLLECT YOUR INFORMATION:**

Depending on the nature of your interaction with us, we may collect the above detailed information from you, as follows:

- **Automatically**, when you access and use our Platform, App and Website including through the use of Cookies (as detailed below) and similar tracking technologies.
- When you **voluntarily** choose to provide us with information, such as when you contact us, or when you create an Account all as detailed in this Policy.

## **COOKIES AND SIMILAR TECHNOLOGIES:**

We use "cookies" and similar tracking technologies when you access or use our Website and Services. Such tracking technologies are small text files that a website (cookie) places and stores on your device while you are viewing or using such interfaces. Such tracking technologies are very helpful and can be used for various purposes. These purposes include: (i) allowing you to navigate between pages efficiently; (ii) enabling automatic activation of certain features; (iii) remembering your preferences; and (iv) making the interaction between you and our Services quicker and easier.

There are several types of cookies, the three main and common ones are:

- Essential, Functionality, Operation & Security Cookies – essential for enabling user movement around the Site, for the Site to function properly, and for security purposes. Please note that these cookies either cannot be disabled, or if disabled, certain features of the Services may not work.
- Analytic, Measurement & Performance Cookies – used to collect information about how users use the Site (clickstream, navigation, time and date of access, etc.) in order to improve our Services and the way we offer them, as well as assessing performance of the content available in the Site.
- Preference, Targeting & Advertising Cookies – used to advertise across the internet and to display relevant ads tailored to users based on the parts of the Site they have (e.g., the cookie will indicate you have visited a certain webpage and will show you ads relating to that webpage).

The specific cookies (ours and third party's) we currently use (may differ in each website), purpose of use, their privacy policy and opt-out controls are detailed in the cookie widget implemented in the website

### **SHARING OF INFORMATION**

In order to perform our contractual and other legal responsibilities or purposes, we may, from time to time, need to share your Personal Information with third parties. We may as well share your Personal Information with our affiliates, subsidiaries or any third party service providers and individuals to facilitate our Services or any portion thereof, such as marketing, data management or maintenance services. We may also share your information with analytics service providers for analytics services. Such analytics service providers set their own cookies or other identifiers on your Device, through which they can collect information about your usage of our Platform, App and Website. This helps us compile aggregated statistics about the effectiveness of our Platform, App and Website.

We may also transfer your information, including Personal Information, in connection with a corporate merger, consolidation, the sale of related assets or corporate division or other fundamental corporate changes. Furthermore, information about you may also be released in order to comply with any valid legal obligation or inquiry or process such as a search warrant, subpoena, statute or court order. We will also release specific information in special cases, such as if you use the Platform, App or Website to perform an unlawful act or omission or take any act or omission that may damage Balltime, its property and goodwill, or if there is an attempted breach of the security of the Platform or Website or a physical or property threat to you or others. With respect to our data protection practices, you have the right to file a complaint to any relevant supervisory data protection authority.

If you decide to share content which was uploaded to the Platform and App via Balltime's provided designated link. With respect to the Personal Information included in the content you chose to share, you warrant that you have all the necessary rights and applicable consents, in case required, to share such content. Balltime, shall not be liable for any violation of any right (including, without limitation) the privacy right of any individual whose information is shared by you via Balltime's designated link.

## **YOUTUBE INTEGRATION**

When connecting Balltime with your YouTube channel for automating editing of the videos in your channel, the data related to your edited video and the use of YouTube API Services will be processed by YouTube in accordance with [Google privacy policy](#). You can revoke Balltime's access to your YouTube channel data at any time through the Google security settings page at [Google Security Settings](#).

## **LINKS TO OTHER WEBSITES**

This Website, Apps and Platform may provide links to other websites. Please be aware that these other websites are not covered by our Privacy Policy. This Privacy Policy does not cover the information practices exercised by other providers of products or services, advertisers or other websites, companies or individuals, which are not owned or controlled by Balltime. We suggest that when linking to another website, you always read that website's privacy policy before volunteering any personally identifiable information.

## **INTERNATIONAL DATA TRANSFER**

Our data servers in which we host and store the information are located in the US. The Company's HQ are based in Israel in which we may access the information stored on such servers or other systems such as the Company's ERP, CRM, Salesforce, and other systems. In the event that we need to transfer your Personal Data out of your jurisdiction, we will take appropriate measures to ensure that your Personal Data receives an adequate level of protection as required under applicable law. Furthermore, when Personal Data that is collected within the European Economic Area ("EEA") is transferred outside of the EEA to a country that has not received an adequacy decision from the European Commission, we will take necessary steps in order to ensure that sufficient safeguards are provided during the transferring of such Personal Data, in accordance with the provision of the standard contractual clauses approved by the European Union. Thus, we will obtain contractual commitments or assurances from the data importer to protect your Personal Information, using contractual protections that EEA and UK regulators have pre-approved to ensure your data is protected (known as standard contract clauses), or rely on adequacy decisions issued by the European Commission. Some of these assurances are well-recognized certification schemes.

## **YOUR RIGHTS**

We acknowledge that different people have different privacy concerns and preferences. Our goal is to be clear about what information we collect so that you can make meaningful choices about how it is used. We allow you to exercise certain choices, rights, and controls in connection with your information. Depending on your relationship with us, your jurisdiction and the applicable data protection laws that apply to you, you have the right to control and request certain limitations or rights to be executed.

The principal rights that may apply to your Personal Data (subject to your jurisdiction and additional conditions) may include:

<p><b>Right to be informed, right to know, and right to a list of specific third parties</b></p>	<p>You have the right to be provided with information regarding our Personal Data collection and privacy practices. You also have the right, at our option, to receive a list of the specific third parties to which we have disclosed either your Personal Data or any Personal Data.</p> <p>This Privacy Policy also details our Personal Data handling practices.</p>
<p><b>Access rights, right to inspect your Personal Data</b></p>	<p>You have the right to confirm whether we collect Personal Data about you and to know which Personal Data we specifically hold about you, as well as receive a copy of such or access it. If you wish to receive a copy of the Personal Data, please contact us: Contact@balltime.com</p>
<p><b>Right to correction/rectification</b></p>	<p>You have the right to correct inaccuracies in your Personal Data in the event you found it incorrect, outdated, etc. (or otherwise request its deletion), taking into account the nature and purposes of each processing activity. If you wish to exercise this right, please contact us: Contact@balltime.com</p>
<p><b>Right to be forgotten, right to deletion</b></p>	<p>You have the right to request the deletion of certain Personal Data we process, if specific conditions are satisfied, for example, if you think we no longer need to use it for the purpose we collected it; in the event that the collection was based on your consent; where we have used it unlawfully, or; where we are subject to a legal obligation to delete your Personal Data. Deletion request will be subject to our rights and obligations under applicable law (for example, our legitimate interests to maintain record keeping, completing transactions, providing a service that you have requested, taking actions reasonably anticipated within the context of our ongoing business relationship with you, detecting security incidents, protecting against illegal activity; debugging; exercising right provided for by law, etc.).</p> <p>If you wish to exercise this right, please contact us: Contact@balltime.com</p> <p>You are not required to create an account with us to submit a deletion request.</p>
<p><b>Right to portability</b></p>	<p>You have the right to obtain the Personal Data in a portable, and to the extent technically feasible, readily usable format that allows you to transmit the data to another entity without hindrance. We will select the format in which we provide your copy.</p> <p>If you wish to exercise this right, please contact us: Contact@balltime.com</p>
<p><b>Right to withdraw consent.</b></p> <p><b>Right to opt out from:</b></p> <p><b>i) "sale" or "share" of Personal Data (as defined under US laws</b></p> <p><b>;(ii) Targeted advertising; and</b></p> <p><b>(iii) Profiling and automated decision making</b></p>	<p>Where we process Personal Data based on your consent, you have the right to withdraw such consent at any time.</p> <p><u>For example</u> - you have the right to withdraw consent from receiving any marketing communication from us or otherwise opt-out, by unsubscribing through the message received. You have the right to opt-out or otherwise withdraw consent from processing of Personal Data through our use of cookies, by changing your preferences through the cookie setting tool available on our website.</p> <p>If and to the extent applicable, you have the right to opt out of the "sale" or "share" of your Personal Data, which includes opting-out of our practice of using cookies for the purposes of targeted advertising, analytic, etc., by clicking on the "Do Not Sell or Share My Personal</p>

	<p>Information” link on our website or communicating your opt out through opt-out preference signals, like Global Privacy Control (learn more <a href="#">here</a>).</p> <p>In any event, please keep in mind that opt-out tools are limited to the browser or device you use because they work off your browser ID and device ID and, accordingly, you will need to opt-out on each browser and device you use. Your browser may save some information in its cookies and cache to maintain your privacy preferences. Clearing these may remove opt-out preferences, requiring you to opt-out again.</p> <p>We do not profile you in a manner that has a significant effect on you or other individuals, therefore we do not provide an opt-out option from such use of Personal Data.</p>
<b>Right to Object</b>	<p>You have the right to object to any use of your Personal Data which we have justified by our legitimate interest if you believe your fundamental rights and freedoms to data protection outweigh our legitimate interest.</p> <p>If you wish to exercise this right, please contact us: <a href="mailto:Contact@balltime.com">Contact@balltime.com</a></p>
<b>Right to Restrict Processing</b>	<p>You have the right to ask us to restrict or limit the purpose for which we process your Personal Data, where certain conditions are satisfied (for example, where you contest the accuracy of the Personal Data, for a period enabling us to verify its accuracy).</p> <p>If you wish to exercise this right, please contact us: <a href="mailto:Contact@balltime.com">Contact@balltime.com</a></p>
<b>Right to appeal or lodge a complaint</b>	<p>If we decline to take action on your request, we will inform you without undue delay as required under applicable laws. The notification will include a justification for declining to take action and instructions on how you may appeal, if applicable. Within the timeframe set under applicable law as of our receipt of your appeal, we will inform you in writing of any action taken or not taken in response to your appeal, including a written explanation of the reasons for the decisions. If the appeal is denied, you may submit a complaint to the applicable authority.</p> <p>Where the GDPR applies, you have the right to lodge a complaint with the applicable <a href="#">Data Protection Authority</a> in the EU or the Information Commissioner in the UK.</p>

## **DATA SECURITY**

We deploy industry standard measures to ensure the security, confidentiality, integrity and availability of Personal Information we process. We maintain physical, technical and administrative safeguards, and test and update these periodically. We endeavor to restrict access to Personal Information on a ‘need to know’ basis for the provision of Services to you. No such measures are perfect or impenetrable. In the event of a security breach, we will take all reasonable action to minimize any harm. Although we will do our best to protect Personal Information, we cannot guarantee the security of data transmitted to our site or to group companies, and transmission is at the users own risk.



## **DATA RETENTION**

Generally, Balltime does not retain information longer than necessary to provide its Services and for its reasonable business and lawful needs. If you withdraw your consent to us processing your data, we will erase your Personal Information from our systems, unless the data is required for Balltime to establish, exercise or defend against legal claims or it is necessary for the performance of the requested Services.

## **CHILDREN'S PRIVACY**

The Website and Platform are designed for adults. We do not knowingly collect Personal Information from persons under the age of 13 (in the US) or 16 (in the EU). Children under the applicable age are not permitted to use our Platform and Website, and must request a Parent to provide their consent with respect to our collection of any Personal Information in connection with the Website and/or Platform. We will delete any information later determined to have been collected from an underage user. Coaches are required to add underage users to a team roster only with express written consent from a parent or legal guardian. Balltime is not liable for obtaining such consent or any violation of a privacy right in these circumstances.

## **IF YOU ARE UNDERAGED YOU MAY NOT USE THE WEBSITE AND PLATFORM, UNLESS PARENTAL CONSENT IS PROVIDED ACCORDINGLY**

If you are a Coach or a Parent and think an under aged user has provided us with Personal Information, please contact us at [contact@balltime.com](mailto:contact@balltime.com).

## **QUESTIONS REGARDING OUR PRIVACY POLICY**

If you have any questions regarding this Privacy Policy or the practices described above, you are always welcome to contact us at [contact@balltime.com](mailto:contact@balltime.com).

## **REVISIONS AND MODIFICATIONS TO OUR PRIVACY POLICY**

We reserve the right to revise, amend, or modify this Privacy Policy at any time. When changing the policy, we will update this posting accordingly. Please review this Privacy Policy often so that you will remain updated regarding our current policies. The updated date of the Policy will be reflected in the "Last Modified" footer. We will provide notice to you if these changes are material, and, where required by applicable law, we will obtain your consent.

## **GOVERNING LAW AND JURISDICTION**

This Privacy Policy will be governed and interpreted pursuant to the laws of the state of Israel without giving effect to its choice of law rules. You expressly agree that the exclusive jurisdiction for any claim or action arising out of or relating to this Privacy Policy shall be to the competent courts in Tel Aviv, Israel, to the exclusion of any other jurisdiction.

## **ADDITIONAL PRIVACY INFORMATION FOR CALIFORNIA RESIDENTS**

In this section, we provide information for California residents, as required under California privacy laws, including the California Consumer Privacy Act, as amended (“CCPA”), which requires that we provide California residents certain specific information about our information practices, including how we process their Personal Information, whether collected online or offline. Under the CCPA, “*Personal Information*” is any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household. This section of the Privacy Policy does not apply to publicly available information or Personal Information that is otherwise exempt under the CCPA. To the extent you are a resident of California, and we collect “Personal Information” subject to CCPA, the following applies.

### **Categories of Personal Information Collected and Disclosed:**

While our processing of Personal Information varies based upon our relationship and interactions with you, the table below identifies the categories of Personal Information we may collect about you (and may have collected in the prior 12 months), as defined by the CCPA, as well as the categories of third parties to whom we disclosed Personal Information for a business purpose.

<b>Categories of Personal Information Collected</b>	<b>Third Party Disclosures for Business or Commercial Purposes</b>
<b>Identifiers.</b> Includes direct identifiers, such as name, alias, account number or unique personal identifier; email address, phone number, and other contact information; IP address and other online identifiers.	<ul style="list-style-type: none"><li>● Advisors and agents</li><li>● Security and fraud prevention providers</li><li>● Business customers</li><li>● Others as required by law</li></ul>
<b>Customer Records.</b> Includes information such as name, user ID, account name, contact information, height, weight and other similar information. For example, this may include information collected when an individual purchases our Services or enters into an agreement with us related to our Services.	<ul style="list-style-type: none"><li>● Advisors and agents</li><li>● Security and fraud prevention providers</li><li>● Regulators, government entities and law enforcement</li><li>● Others as required by law</li></ul>
<b>Commercial Information.</b> Includes records of products or services purchased, obtained, or considered, or other purchasing or use histories or tendencies.	<ul style="list-style-type: none"><li>● Advisors and agents</li><li>● Security and fraud prevention providers</li><li>● Regulators, government entities and law enforcement</li><li>● Others as required by law</li></ul>
<b>Internet or Other Electronic Network Activity Information.</b> clickstream data, and information regarding interactions with our website and services, including other usage data related to your use of any of our services or other similar online services.	<ul style="list-style-type: none"><li>● Advisors and agents</li><li>● Security and fraud prevention providers</li><li>● Regulators, government entities and law enforcement</li><li>● Others as required by law</li></ul>
Geolocation data. Approximate location derived from your IP address	<ul style="list-style-type: none"><li>● Advisors and agents</li><li>● Security and fraud prevention providers</li><li>● Regulators, government entities and law enforcement</li><li>● Others as required by law</li></ul>

Sensory Data. Image and video uploaded to the platform and App	<ul style="list-style-type: none"> <li>● Advisors and agents</li> <li>● Security and fraud prevention providers</li> <li>● Regulators, government entities and law enforcement</li> <li>● Others as required by law</li> </ul>
--	--

**Sources of Personal Information:**

We generally collect Personal Information from the following categories of sources: directly or indirectly from you; third parties; automatically, including personal information derived/inferred about users based upon their browsing or other data; and operations systems and platforms; business partners; vendors and service providers; publicly available sources; Internet service providers;

**Purposes of Collection, Use, and Disclosure:**

- Operating Services and providing related support
- Analytics and improvement
- Communication
- Marketing, advertising, and campaign management
- Insight development and data enhancement
- Security and protection
- Business transfers
- Compliance and legal process
- Auditing, reporting, and other internal operations
- Provision of Services by us and by our service providers, processors, and vendors
- General business and operational support

**Sales and Sharing of Personal Information:**

The CCPA defines “sale” as disclosing or making available Personal Information to a third-party in exchange for monetary or other valuable consideration, and “sharing” includes disclosing or making available Personal Information to a third-party for purposes of cross-context behavioral advertising. We may “sell” the following categories of Personal Information: Identifiers, commercial information, internet and electronic network activity information, as described above. We may “sell” these categories to advertising partners to execute our marketing and advertising campaigns.

We do not knowingly sell personal information about individuals who we know are under age sixteen (16).

**Data Retention:**

We retain the Personal Information we collect only as reasonably necessary for the purposes described above or as otherwise disclosed to you at the time of collection. When deciding how long to keep your Personal Information, we consider whether we are subject to any legal obligations (e.g., any laws that require us to keep records for a certain period before we can delete them) or whether we have taken any legal positions (e.g., issued any legal holds or

otherwise need to preserve the information). Rather than delete your data, we may also deidentify it by removing identifying details. Where we have committed to maintaining and using Personal Information in a deidentified form, we agree not to reidentify deidentified data except as permitted by applicable law.

### **Your CCPA Rights:**

The CCPA provides California residents with specific rights regarding Personal Information. Subject to certain conditions and exceptions, California residents have the following rights with respect to their Personal Information:

- **Right to Know.** You have the right to request: (i) the categories or Personal Information we collected about you; (ii) the categories of sources from which the Personal Information is collected; (iii) our business or commercial purposes for collecting, selling, or Personal Information; (iv) the categories of third parties to whom we have disclosed Personal Information; and (v) a copy of the specific pieces of Personal Information we have collected about you.
- **Right to Delete.** You have the right to request we delete Personal Information we have collected from you.
- **Right to Correct.** You have the right to request that we correct inaccuracies in your Personal Information.
- **Right to Opt-Out of Sales and Sharing.** You have the right to opt-out of “sales” and “sharing” of your Personal Information, as those terms are defined under the CCPA.
- **Right to Limit Use.** You have the right to limit use and disclosure of your sensitive personal information.
- **Right to Non-Discrimination.** You have the right not to be subjected to discriminatory treatment for exercising any of the rights described in this section.

### **Exercising Your Privacy Rights:**

California residents may exercise their CCPA privacy rights as set forth below:

- **Right to Know, Delete, Correct, and Limit.** California residents may submit CCPA requests to access/know, delete, and correct their Personal Information by email us to: [contact@balltime.com](mailto:contact@balltime.com) .

When you submit a request, we will take steps to verify your identity and request by matching the information provided by you with the information we have in our records. In some cases, we may request additional information in order to verify your identity, or where necessary to process your request. If we are unable to verify your identity after a good faith attempt, we may deny the request and, if so, will explain the basis for the denial.

You may also designate someone as an authorized agent to submit requests and act on your behalf. Authorized agents will be required to provide proof of their authorization in their first communication with us, and we may also require that the relevant consumer directly verify their identity and the authority of the authorized agent.

- **Right to Opt-Out of Sales and Sharing.** To exercise your right to opt-out of the “sale” or “sharing” of your Personal Information, you may do by email us to:

[contact@balltime.com](mailto:contact@balltime.com) . We will apply your opt out based upon the Personal Information in our records that is linked or reasonably linkable to the information provided in your request. You may also click the “Do Not Sell or Share My Personal Information” as part of the cookie setting.

In addition, if we detect that your browser or device is transmitting an opt-out preference signal, such as the “global privacy control” or “GPC” signal, we will opt that browser or device out of cookies that result in a “sale” or “sharing” of your Personal Information. If you come to our Site or use our Services from a different device or from a different browser on the same device, you will need to opt-out, or use an opt-out preference signal, for that browser and/or device as well. More information about GPC is available at: <https://globalprivacycontrol.org/>.

### **ADDITIONAL PRIVACY INFORMATION FOR CERTAIN UNITED STATES RESIDENTS**

Residents of certain U.S. states, including Colorado, Connecticut, Virginia, and Utah, may have additional rights under applicable privacy laws and be entitled to additional disclosures.

**Sale of Personal Data:** We may sell the following categories of Personal Data: Identifiers, commercial information, internet and electronic network activity information, profiles and inferences, and “sensitive data,” as that term is defined under applicable U.S. privacy laws. We sell such categories of Personal Data to our business customers so that they may conduct their own analysis on consumer behaviors and analyze and improve their marketing and advertising campaigns.

#### **Consumer Rights:**

Residents of certain U.S. states, including Colorado, Connecticut, Virginia, and Utah, may have additional rights under applicable privacy laws, subject to certain limitations, which may include:

- **Access.** The right to confirm whether we are processing their Personal Information and to obtain a copy of their Personal Information in a portable and, to the extent technically feasible, readily usable format.
- **Delete.** The right to delete their Personal Information provided to or obtained by us.
- **Correct.** The right to correct inaccuracies in their Personal Information, taking into account the nature and purposes of the processing of the personal information.
- **Opt-Out.** To opt out of certain types of processing, including: (i) to opt out of the “sale” of their Personal Information; (ii) to opt out of targeted advertising by us; and (iii) to opt out of any processing of Personal Information for purposes of making decisions that produce legal or similarly significant effects.

You may submit a request to exercise most of your privacy rights under U.S. state privacy laws by contact us: [contact@balltime.com](mailto:contact@balltime.com). When you submit a request, we will take steps to verify your identity and your request by matching the information provided by you with the information we have in our records. In some cases, we may request additional information in order to verify your identity, or where necessary to process your request. If we are unable to verify your identity after a good faith attempt, we may deny the request and, if so, will explain the basis for denial and how to remedy any deficiencies, where applicable.

Authorized agents may initiate a request on behalf of another individual by contacting us at

[contact@balltime.com](mailto:contact@balltime.com) authorized agents will be required to provide proof of their authorization and we may also require that the relevant consumer directly verify their identity and the authority of the authorized agent.

## **CAN-SPAM ACT**

The CAN-SPAM Act is a Federal US law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out strict penalties for violations.

To be in accordance with CAN-SPAM, Balltime agrees to the following:

- Not use false or misleading subjects or email addresses.
- Identify the commercial message sent to you as an advertisement when required.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us at [contact@balltime.com](mailto:contact@balltime.com) and we will promptly remove you from ALL correspondence.

## **ADDITIONAL NOTICE TO US RESIDENTS:**

Residents of certain U.S. states (depending on the applicable state law, acting as an individual or in the household context only and not in a commercial or employment context, as a job applicant or as a beneficiary of someone acting in an employment context or as representative of a business), may have additional rights under applicable privacy laws and be entitled to additional disclosures.

***“Personal Data”*** under applicable US privacy laws, generally means any information that is linked or reasonably linkable to an identified or identifiable individual (and usually does not include publicly available information that is lawfully made available from government records, or that a consumer has otherwise made available to the public; de-identified or aggregated consumer information; or information excluded from the states laws scope.

***“Sensitive Data”*** includes data revealing racial, ethnic or national origin; religious beliefs; information regarding an individual’s medical history, mental or physical health condition, diagnosis or medical treatment; neural data; status as transgender or non-binary; sex life or sexual orientation; status as a victim of a crime; citizenship or immigration status; genetic or biometric data; Personal Data collected from a known child; and precise geolocation data. We will obtain your consent before collecting Sensitive Data, such as the biometric identifiers described above, even if they are not used to identify you.

We are required to provide you with a clear and accessible privacy notice that includes the categories of Personal Data processed, including any Sensitive Data, the purpose of processing, the categories of Personal Data shared with third parties, the categories of third parties with whom Personal Data is shared, the categories of Personal Data that is sold or used for targeted advertising, if any, the categories of third parties to whom the Personal Data is sold, if any, a list of your data rights and instructions for exercising those rights and appealing decisions, and our contact information. This information is detailed under this Privacy Policy and further below.

### **Categories of Personal Data & Categories of Third Parties with Whom Personal Data is Shared:**

Under the Privacy Policy we describe our collection and processing of Personal Data, the categories of Personal Data that are collected or processed, and the purposes for which Personal Data is processed, stored or used. We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated, or incompatible purposes without obtaining your consent, unless we are otherwise entitled, required or permitted under applicable laws.

Additionally we detail and disclose the categories of third parties we share Personal Data with for a business purposes.

### **“Sale” of Personal Data:**

Under US privacy laws, in principle, the term “sale” refers to disclosing or making available Personal Data to a third-party in exchange for monetary or other valuable consideration, including for targeted advertising purposes. We do not “sell” information as this term is commonly understood, meaning - we do not, and will not, disclose your Personal Data in direct exchange for money or some other form of payment. However, subject to the definition of the term “sale” under applicable US privacy laws, our practice of using “cookies or other third-party advertising services and sharing Personal Data for such purpose to third party advertising and marketing providers (e.g., providers of marketing tools and analytic tools, advertising networks, social media networks, media buying, search platforms) is considered a “sale”.

Such practice includes the following Personal Data categories shared with these third parties:

Identifiers – online identifiers such as IP and Cookie ID;

Internet and electronic network activity information – such as your engagement with our website and ads.

Geolocation data – derived from IP.

### **Consumer Rights Related to Their Personal Data:**

Residents of certain U.S. states may have additional rights under applicable privacy laws, subject to certain limitations, which may include:

Access – the right to confirm whether we are processing their Personal Data and to obtain a copy of their Personal Data in a portable and, to the extent technically feasible, readily usable format.

List of Third Parties – the right to receive a list of the specific third parties to which we have disclosed either your Personal Data or any Personal Data.

Delete – the right to request us to delete their Personal Data provided to or obtained by us.

Correct – the right to request us to correct inaccuracies in their Personal Data, taking into account the nature and purposes of the processing of the Personal Data.

Opt-Out – the right to opt out of certain types of processing, including: (i) to opt out of the “sale” of their Personal Data; (ii) to opt out of targeted advertising by us; and (iii) to opt out of any processing of Personal Data for profiling in furtherance of making decisions that produce legal or similarly significant effects. However, as noted above, we do not engage in profiling in furtherance of legal or similarly significant decisions.

Appeal – the right to appeal if we decline to take action in response to your exercise of a privacy right.

Non-Discrimination – the right to not be discriminated against for exercising your privacy rights.

Section “*Your Rights*” provides additional information regarding your principal rights.

### **Exercising Consumer Privacy Rights:**

You may submit a request to exercise most of your privacy rights under U.S. state privacy laws by contact us at [contact@balltime.com](mailto:contact@balltime.com)

Further, certain rights can be exercised from the App: you may correct, revise and delete information using the App settings at any time. Additionally, any consent provided may be easily withdrawn and you may opt-out from certain features and tracking. Therefore, we recommend you use the technical solutions we have provided you to exercise your rights.

For certain rights, we will take steps to verify your identity and your request by matching the information provided by you with the information we have in our records. In some cases, we may request additional information to verify your identity, or where necessary to process your request. If we are unable to verify your identity after a good faith attempt, we may deny the request and, if so, will explain the basis for denial and how to remedy any deficiencies, where applicable.

Authorized agents may initiate a request on behalf of another individual, provided that they provide proof of their authorization, and we may also require that the individual directly verify his/her identity and the authority of the authorized agent.

We will respond to your request within the timeframe required under applicable law, and we reserve the right to extend the response time subject to applicable law requirements. If we refuse to take action on a request, we will notify you and our notification will include a justification for declining to take action and instructions on how you may appeal. Within the timeframe set out under applicable law of our receipt of your appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If the appeal is denied, you may submit a complaint to the applicable authority or Attorney General of your jurisdiction.

**This page was last modified on January 2025.**