

1. INTRODUCTION. The Tennis Plan (“us,” “we,” or the “Company”) is committed to respecting the privacy rights of its customers, visitors, and other users of the Company’s mobile applications (the “App”). We created this Privacy Policy (“Privacy Policy”) to give you confidence as you visit and use the App, and to demonstrate our commitment to fair information practices and the protection of privacy. This Privacy Policy is only applicable to the App, and not to any other websites that you may be able to access from the App, each of which may have data collection, storage, and use practices and policies that differ materially from this Privacy Policy.

1. Information Collection Practices

(a) Types of Information Collected

(i) Traffic Data

We automatically collect certain technical data when you visit the App, including:

- **IP address**
- **Device type and operating system**
- **Browser type and version**
- **App usage and interaction data**

This **Traffic Data** is anonymized and used for **analytics, security, and improving user experience**. We may use cookies and similar tracking technologies to personalize content, enhance security, and prevent fraud.

(ii) Personal Information

To access certain services or make purchases, we collect **Personal Information**, including:

- **Contact Data** (name, email, mailing address, phone number)

- **Financial Data** (credit card or payment details via third-party payment processors)
- **Demographic Data** (age, zip code, preferences)

We do **not** store payment information; all transactions are securely processed by **Stripe, Apple Pay, and Google Pay**. Their privacy policies can be found at:

- [Stripe Privacy Policy](#)
- [Apple Pay Privacy Policy](#)
- [Google Pay Privacy Policy](#)

We **do not knowingly collect data** from individuals under **13 years of age**. If you believe a child has provided us with Personal Information, contact info@thetennisplan.com, and we will promptly delete it.

2. How We Use Your Information

We process collected information for the following **legitimate purposes**:

- **Providing and personalizing services** – Matching users with hitting partners, coaches, and content.
- **Processing transactions** – Managing purchases securely through third-party payment systems.
- **Marketing and communications** – Sending updates, promotions, and tennis-related content, unless opted out.
- **Analytics and performance improvements** – Understanding how users engage with the App to enhance functionality.

- **Legal and security compliance** – Preventing fraud, enforcing Terms of Service, and complying with legal obligations.
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3. How We Share Your Information

We **do not sell your Personal Information**. However, we may share data in the following ways:

Who We Share With	Purpose
Service Providers (e.g., hosting, payment processing)	Securely process payments, store data, prevent fraud.
Marketing Partners (if consented)	Send promotions, personalized offers.
Legal & Security Compliance	Respond to law enforcement requests, enforce policies.

Users may opt out of marketing communications at any time via **account settings** or by emailing info@thetennisplan.com.

4. Data Security & Breach Notification

We use **industry-standard encryption** and **secure servers** to protect Personal Information. Despite these measures, no system is 100% secure. In the event of a data breach:

- Affected users will be **notified via email and/or in-app notification within 72 hours**.
- We will take immediate action to **mitigate risks** and comply with applicable data protection laws.

For security concerns, contact **security@thetennisplan.com**.

5. Your Rights & Choices

For California Residents (CCPA Compliance)

Under the **California Consumer Privacy Act (CCPA)**, California residents have the right to:

- **Request access** to the categories of Personal Information we collect.
- **Opt-out** of data sharing with third parties.
- **Request deletion** of Personal Information (subject to legal exceptions).

To exercise your CCPA rights, email **privacy@thetennisplan.com** with “CCPA Request” in the subject line.

For European Users (GDPR Compliance)

If you reside in the **EU/EEA**, you have the following rights under the **General Data Protection Regulation (GDPR)**:

- **Right to Access** – Request a copy of your data.
- **Right to Correction** – Correct inaccurate data.
- **Right to Deletion** – Request data removal.
- **Right to Object** – Restrict how we process your data.

To submit a GDPR request, contact privacy@thetennisplan.com with “GDPR Request” in the subject line.

6. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. **If material changes are made, we will notify users via email or in-app notification at least 15 days before changes take effect.**

Last updated: [Insert Date]

For questions about this Privacy Policy, email info@thetennisplan.com.