PITCHSAFE PRIVACY NOTICE

WHO WE ARE

PitchSafe Baseball Coaching LLC is a digital baseball platform that provides athletic training and injury prevention services through a digital application and an online community.

We at PitchSafe Baseball Coaching LLC (“PitchSafe,” Company," “we,” or “us”) respect your privacy and the confidentiality of your personal information. This Privacy Notice explains how and why PitchSafe collects, uses, and discloses your personal information safely and securely, and how you may exercise your rights with respect to your information.

SUMMARY OF OUR PRIVACY PRACTICES

You should read this entire Privacy Notice and our Terms of Service, but the key points are provided here:

- Personal information means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular user or household.
- PitchSafe takes your privacy seriously and does not share or sell your information without express consent.
- PitchSafe only collects a limited amount of personal information, such as your name and contact information for you to access our Platform, including account setup, and for our business purposes. You may choose to provide additional personal information through our Platform, however, PitchSafe does not use or access such information without your express consent.
- PitchSafe does not knowingly collect personal information directly from Children under the age of 13. Only parents or guardians have the ability to set up accounts and include information about Children under the age of 13. Additionally, parental/guardian consent is required for accounts created by Minors between the age of 13 and 18 (or the age of majority in their state of residence) relating to specific features of our Platform.
- PitchSafe uses commercially reasonable physical, technical, and administrative security measures to protect all information collected by our Services.

SCOPE

This Privacy Notice applies to all PitchSafe websites, products, software, services, and applications; it also applies to in-person, over-the-phone, electronic communications, and online services provided by PitchSafe (collectively, the “Platform”). We may change this Privacy Notice from time to time. If we make changes, we will notify you by revising the date at the top of the notice and, in some cases, we may provide you with additional notice (such as sending you an email notification or posting a banner notice on our web page). We encourage you to review our Privacy Notice whenever you access the Platform or otherwise interact with us to stay informed about our information practices.

INFORMATION WE COLLECT

Our primary goals in collecting information are to (i) offer, provide, and improve the features and content of our Services, (ii) administer your use of our Platform, and (iii) enable our customers to enjoy and easily navigate our website, mobile app, and Services.

We collect information from you when you visit our website or sign up for our Platform. We also collect information about how you use our Platform. We may also receive information about you from third parties. This information can identify you or your device or can be linked to you.

We collect personal information that you provide when you visit our site or register for and use our Platforms. This information includes:

- **Identifying information:** When you visit our site or engage with our Platform, we may collect personal identifying information such as:
    - Name
    - Mailing Address
    - Email
    - Phone Number

- **Profile information:** If you set up a Player Account, we may collect additional personal and sensitive personal information as provided below. For information you may provide about family members under the age of 13, you represent that you are the parent or guardian of the child and have authority to provide such information to us and consent to the collection and use of the child’s information to perform the services requested on our Platform. Such information includes:
    - Full Name
    - Email Address
    - Phone Number

    - Username & Password
    - Date of Birth/Age
    - Credit Card or Bank Payment Information
    - Child's or Children's Information
    - Gender
    - Geolocation Information
    - Biometric Information/Physical characteristics, such as height and weight, physical movement recording
    - Health-related data, such as injury history, fatigue levels, recover notes
    - Performance Data, such as feedback from coaches or specialists, training, and workload (e.g. pitch counts), exercises, weights and equipment used
    - Personal Preferences and Interests
    - Profile Avatar
    - Image and Likeness, such as Photos, Images, Videos

- **Sensitive Personal Information:** Some of the Profile Information listed above may be considered sensitive personal information as defined by the applicable laws in your jurisdiction, for example health information, geolocation, information relating to race, sexuality and religion are examples of what may be considered sensitive personal information in certain jurisdictions. Please see "Your Rights" below for more information relating to sensitive information.

- **Information provided from third parties that you utilize within our Platform:** You can choose to permit or, in some cases, restrict third-party websites or applications that integrate with our Platform. If you elect to enter your credentials to permit information to be imported to PitchSafe, we may receive your name and email address associated with such third-party websites or applications, along with additional information that the application has elected to make available to us to facilitate the integration.

- **Communications:** To improve the quality of our Platform, we collect certain information provided in your communications with us. In some cases, we record your interactions with our support service team upon notifying you that a recording will be made. The information collected includes:

    - Questions or concerns you submit via our customer service functions or in consultations with our personnel
    - Service call or online chat recordings
    - Video conference calls: interactions with our service staff may be via video conferencing and, in such circumstances, the video may be recorded

- **Marketing Communications:** We collect personal information you may provide in connection with customer testimonials, surveys, promotions, marketing events, trade shows, webinars, conferences, customer research, feedback, or a similar event or occurrence.

- **Referrals:** Information from your use of our referral service to tell a friend about our site, including your friend's name and email address.

- **Social Media:** We may monitor and collect information from interactions with our social media accounts, which are operated by third parties, posted on our accounts or linked to us on third-party operated social networks or other web offerings (such as X, LinkedIn, Facebook, Instagram, BlueSky, TikTok, or Google). Your interactions with these features are governed by the privacy notice of the company providing it.

- **User Generated Content:** Any content or material you publish or post, such as messages, images, audio, hashtags/tags, photos or videos on our Platform, for example in our Circle Community, as described in our Terms of Service.

- **Business Partners:** We may collect information about our business partners, vendors, and service providers, including information about the services provided and employee business contact information.

- **Job Applicants:** If you respond to a job posting on our website or through one of our service providers, we may collect personal information about you, including your resume or CV, employment and education information, and any other information you provide to us.

- **Publicly Available Information:** In addition to the information you provide, we may also collect information from publicly available sources, or third parties, such as when we partner with other companies or use service providers to help us optimize our marketing activities.

Usage Information

We collect information about your browser or device as it interacts with the Platform. Automatically collected information may be combined with other information we collect about you to improve the services we offer you, and our marketing, analytics, and site functionality. This information includes:

- **Computer or Mobile Device Information** you use to access our Platform, including:
    - Your IP address
    - Hardware model
    - Operating system version
    - Mobile network information
    - GeoLocation information
    - Other information that identifies your computer or device
- **User Interaction Information:**

We log information about your use of the Platform, including information such as:

- The type of browser you use
- Loading and access times
- Pages viewed and features accessed
- The page you visited before navigating to our Platform
- Whether you have started or completed registration
- Other events that occur while engaging with our Platform
- Links: We also may keep track of how you interact with links on the Platform, such as in emails, third-party services, and client applications.
- Email read receipts: If we send you communication, such as an electronic mail, we may collect available information regarding your receipt and review of such communication.
- Application: For our application, we also collect some interaction information, including the parts you spend time in and features you use, the device you use it on, and performance during use.

- **Cookies, Analytics, and Similar Technologies:** We and our service providers use cookies and similar technologies to automatically or passively collect information about the use of our Platform, analyze trends, administer the Platform track Users' movements while utilizing the Platform, and gather demographic information about our user base as a whole. These technologies may include small data files stored on your hard drive or in device memory or electronic images or strings of HTML, JavaScript, or URL code that can be added within emails, online ads, and websites, and help us to improve our Services and your experience, enhance security, see which areas and features of our Services

are popular, and measure total usage. Examples of these technologies include cookies, web beacons/pixels, local shared objects, and UTM codes/tags. You may elect to have your browser not accept cookies, however, this may disable or render unusable some of the features of the Platform. We may also use device identifiers, web storage, third-party provided analytics services, such as session replay services, and other similar technologies and services, to collect information about your interactions with our content and Services. Session reply is an analytics application that allows us to capture and analyze your interaction with our Platform to better identify and repair any technical errors and optimize our Platform. Such technologies and services may observe and record your activities when using the Platform, including email interactions, certain movements, visit duration, clicks, and other interactions. For further information, please see “Your Rights” below.

- **Mobile Analytics:** When you interact with us on your mobile device, our mobile analytic software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. This information allows us to better understand the functionality of our mobile application. We do not utilize the information we store within the analytics software in connection with personally identifiable information you submit within the mobile application.
- **GeoLocation Data:** Depending on how you use the services and your device settings, type and connectivity, we may collect location-based information including IP address, GPS location, city, county, zip code, region, proximity to “beacons” and Bluetooth networks and other proximity systems. You may turn off location services at any time by changing your mobile device settings. Independent of your device, the IP address we collect through your use of our Platform, as described above, may indicate information about your location.

Third-Party Tools

We use third-party tools, including those listed below to obtain information on how visitors interact with our Platform. These tools collect information about the performance of our site and how visitors navigate around and interact with our web pages, which allows us to evaluate and further improve and optimize our web pages. For more information on the below third-party tools, please click on the links:

- Google Analytics - We use the information from Google Analytics to improve our site and services.

- Google Analytics' privacy policy is located at https://policies.google.com/privacy?hl=en-US
- To opt out of Google Analytics install the Google Analytics opt-out browser add-on or refer to the following link: https://tools.google.com/dlpage/gaoptout/
- To control settings for Google's personalized ads visit https://adssettings.google.com/

Third Party Links

Our Platform may contain links to third party websites, which are clearly identified and will direct you from PitchSafe' site to a third-party site. Our link to a product or service offered by a third-party company does not by itself indicate our endorsement. Some of these third-party sites may collect information about you or request personal information from you. PitchSafe does not direct or oversee the policies, procedures, or other practices for companies other than PitchSafe. If accessing a third-party site via a link, you will be directed to that third-party's website and governed by their privacy notice and policies. We encourage you to review their privacy statements or notices to learn more about what information is collected, how it is used, and how it is stored

HOW WE USE YOUR INFORMATION

We use registration information and other information you provide, including personal information, for the following purposes:

- To provide you our Platform and Services, as provided below
    - To assist in athletic training
    - To provide personalization of training programs and recommendations
    - Workload management
    - To promote injury prevention
    - To track recovery/progress
    - To facilitate communication with the online community
- To assist the development of our Platform, including to
    - Generally analyze and improve the Services we offer to you;
    - Better understand the functionality of our Platform in your web browser or on your device; and

    - Provide a customized or personalized experience.
- To communicate with you, including to
    - Send marketing messages or to show you tailored advertising;
    - Notify you of new or enhanced products and services;
    - Communicate with people you tell us might be interested in our Platform, if you choose to use our referral service to tell them about us; and
    - Provide text message alerts for product information, status, or tips.
- To address issues that may arise, including to
    - Notify you if there are issues with the Platform;
    - Send you product or technical notices, updates, and security alerts;
    - Research and address any questions or problems submitted through our technical support and customer service systems;
    - To contribute to research initiatives relating to athlete injury prevention and treatment;
    - Monitor and investigate fraud, identity theft, and other illegal activity; and
    - Protect the safety and security of PitchSafe, our Platforms, our customers, Users, and others.

HOW AND WHY WE DISCLOSE YOUR INFORMATION

We value the privacy and security of user information and only disclose personal information we collect in accordance with law as provided in this notice, or with your consent.

Under certain state laws, the use of certain advertising or analytics cookies or other technologies may be considered a “sale” of your personal information. You may elect to Opt Out of Sell or Share of your personal information or enable a web browser’s “Do Not Track” or "Global Privacy Control" as described further in the “Your Rights” section below.

As Part of Providing Our Platform

We disclose your information in the course of supporting and providing our Platform, as follows:

- **Supporting Service Providers:** We disclose Personal Information to vendors, consultants, affiliates, and other service providers who assist us in providing our Platform and use and disclose such personal information to perform services on our behalf.

- **As You Direct in the Platform:** We disclose Personal Information in accordance with your requests, such as when you direct us to share with a participating organization on our Platform or you provide your express consent to disclose information to a third party offering its own product or service. For example, Users may, at their sole discretion, choose to share data through the Platform by initiating connections to third party entities, such as Healthcare and Training Partners, that rely on this data to establish relationships, grant access to their services, or otherwise access and process User personal data for business purposes. This policy is not intended to encompass the privacy practices of the sites and services that connect to the Platform to allow you to share your information. When using our Platform to share information with these third parties, we encourage you to review their privacy notices to learn about how they use the information you provide to them.

In Marketing Our Platform

We may disclose your information in connection with our marketing efforts to provide you with offers and promotions:

- **Co-sponsors and Partners:** We may disclose your information to promotional co-sponsors or other Company partners as part of joint marketing efforts we undertake with them.
- **Marketing Service Providers:** We may also disclose certain information to companies, including third parties, that provide services that help us market our products or otherwise support the promotion of our business. We disclose information to these companies to perform services on our behalf in a manner that is consistent with this Privacy Notice.

Communication

- **Email Communications:** We may periodically send you communications or otherwise contact you about new products, services, or upcoming events.
- **Text Communications:** By providing your mobile phone number, you expressly consent to receive automated text messages from us to the mobile phone number provided. Message and data rates will apply, and you should check the rates of your mobile carrier. Text messages are distributed via third-party mobile network providers and, therefore, we cannot control certain factors relating to message delivery. We do not claim or guarantee availability or performance of the text messaging service, including liability for transmission delays or message failures.

- **Marketing Communications Opt-Out Options:** You may choose to be removed from our electronic mailing list by following the instructions in those messages or by contacting Company using one of the methods listed in our contact information at the bottom of this page (email or mail) to request that you be removed from our marketing list. Note, however, that even if you opt-out of receiving marketing communications, we may still contact you for non-marketing purposes (such as account information, feedback or research purposes, legal notices, account security, bug alerts, or changes that may impact your ability to use PitchSafe products and services).

Other Purposes

We also may disclose information about you to support these other purposes:

- **Law Enforcement or Regulatory Requests:** To law enforcement, government agencies, and others if we believe disclosure is in accordance with any applicable law, regulation, or legal process, or as otherwise required by any applicable law, rule or regulation.
- **Fraud and Abuse Prevention:** If we believe your actions are inconsistent with the spirit or language of our user agreements or policies, or to protect the rights, property, and safety of Company or others.
- **In a Merger:** In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company.
- **Reporting of De-identified & Aggregated Info:** We may also disclose aggregated or de-identified information, which cannot reasonably be used to identify you, at our discretion. Examples may include, but are not limited to: the total number of Users served by a Company product or service, general age group ratios, and other statistical data relating to our Services or Connections. This information may be provided to researchers to improve injury prevention protocols, refine training recommendations, and to contribute to broader research initiatives.
- **Mobile phone number:** We may disclose your mobile phone number to service providers that assist us with providing text message alerts for information and updates connected with our Platform; however, we will not disclose your mobile phone number with third parties for their own marketing purposes.

HOW WE PROTECT YOUR INFORMATION

We work to protect your personal information from loss, misuse, or unauthorized access, alteration, and destruction by using industry standard safeguards, procedures, and practices.

These safeguards include physical, logical, and technical protections for physical security, information security, and additional measures to restrict access to data we hold in physical and electronic forms.

Examples of how we protect your information include:

- **Security Infrastructure:** Implementation and maintenance of commercial grade firewalls and other monitoring systems.
- **Access Controls:** Access to personal information is restricted on a need-to-know basis.
- **Encryption:** Data and credit card information is placed under encryption when it's transmitted to us.
- **Passwords:** Access to the Services is password-protected with complex password requirements. Remember: You should use a unique password and not share it with anyone.
- **Multi-factor Authentication:** Security questions or authentication codes or links sent by email or text are utilized to verify your identity.

Children's Privacy: We do not target or directly collect information from children under the age of 13. Accounts for children under age 13 are created and maintained by their parents or guardians as provided in our Terms of Service.

Additionally, for teens aged 13 to 18 (or age of majority in their state of residency), we also obtain parental/guardian consent to use our Platform relating to certain features in compliance with applicable laws and regulations, as provided in our Terms of Service.

YOUR RIGHTS

The rights in this section apply to all Users of our Platforms, however, some Users may be entitled to additional rights under their state's laws which are provided below in the section entitled State Privacy Rights.

We do not provide your personal information to third parties in exchange for money; however some states define the term "sell" more broadly. When we work with our advertising and analytics partners, we are disclosing certain information such as cookies for their services, which are of value to us.

User personal information is only collected for the purposes stated in this Privacy Notice. We do not sell or share User personal information without first seeking your consent.

However, note that if you provide your information to a third party for their own use, or if said third party otherwise collects your information as part of your interactions with them, then their use of your information will be subject to the limits of their privacy statement or notice, rather than ours.

Storage and Transfer of your Information

In accordance with applicable laws, we keep and store your information to provide you with the Platform and for the uses identified herein. We also may retain or use your information as necessary to comply with our policies, legal obligations, resolve disputes, and enforce our agreements.

The Platform is intended for access and use in the United States. Any information Company collects about you may be stored, transferred, processed, and/or accessed by us in the United States, or to the extent permitted by law, any other country where we or our service providers operate. Please know that personal information may be transferred to, and maintained on, computers not in the state or country where you live, meaning the privacy laws could differ from and may not be as protective as those where you live.

If you are located outside the United States and allow us to collect information about you, please be aware that PitchSafe may, where permitted by law, transfer your personal information to other countries, including the United States, and process and store it there.

STATE PRIVACY RIGHTS

Depending on the state in which you reside, the laws in your state may provide you with additional rights regarding our collection and use of your personal information. These rights include the right to **access and portability, correct, restrict, or delete your information, opt-out of the sale or share of your information or to receive targeted advertising, and the right to appeal**.

We may require information to authenticate a request from you or an agent authorized to make such requests on your behalf. We will respond to authenticated requests within a reasonable timeframe in accordance with applicable laws.

Categories of Personal Information Disclosed for Business Purposes

In the last 12 months, PitchSafe has disclosed the following categories of Personal Information for a business purpose with our service providers who are restricted from using your Personal Information outside the scope of their services for PitchSafe: **Identifiers/Contact Information, Geolocation data (non-precise), Commercial Information, Internet/Electronic Activity; Audio and visual Information; and Profile Inferences.**

Use and Disclosure of Sensitive Personal Information: To the extent that we collect, use, or share "sensitive personal information" as that term is defined in applicable State Privacy laws, we limit our use or disclosure of the sensitive personal information for permitted business purposes or with your consent.

Categories of Personal Information Sold or Shared

In the last 12 months, PitchSafe has "sold" or "shared" the following categories of Personal Information (as these terms are defined in applicable law), for analytics and personalized/targeted advertising purposes with third-party advertisers and data analytic providers: **Identifiers/Contact Information, Geolocation data (non-precise), Internet/Electronic Activity, and Profile Inferences**.

Sale or Share of Personal Information of Consumers Under 16 years of Age

PitchSafe does not knowingly sell or share (for cross-context behavior advertising or targeted advertising) the personal information of consumers under 16 years of age.

Opt-Out of Sell or Share of Personal Information

You have the right to opt out of the following uses of your Personal Data: (a) targeted advertising; and (b) the sale of Personal Data.

You will be able to opt-out of the sale and share of your personal information as well as opt-out of targeted advertising by contacting us at contact@pitchsafe.co

However, note that if you provide your information to a third party for their own use, or if said third party otherwise collects your information as part of your interactions with them, then their use of your information will be subject to the limits of their privacy statement or notice, rather than ours.

Request Submissions

To exercise consumer privacy rights under state law, please submit an authenticated consumer request to contact@pitchsafe.co

FOR FURTHER INFORMATION

For questions about our privacy policy or practices, you may contact us at:

Our postal address:

20134 Olds Drive, Porter, TX 77365

Other ways to reach us:

Email: contact@pitchsafe.co