

PRIVACY POLICY

This Up Your Performance Basketball LLC (“We,” “Us,” “Our,” “UYP Basketball”) Privacy Policy (“Privacy Policy”) describes how we collect and use your information through a variety of digital means. By accessing or using this website, mobile application or other UYP Basketball product or service on any computer, mobile phone, tablet, console or other device (collectively, “Device”), you consent to our Privacy Policy. UYP Basketball may modify this Privacy Policy at any time effective upon its posting. Your continued use of our products and services constitutes your acceptance to this Privacy Policy and any updates. This Privacy Policy is incorporated into, and is subject to, the Terms of Use.

1. INFORMATION WE COLLECT

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name or email address. Users may, however, visit our Site anonymously. We will collect personal identification information from Users *only* if they voluntarily submit such information to us. Users can refuse to supply personally identification information, except that it may prevent them from engaging in certain Site-related activities.

WHAT YOU GIVE US

We may collect information you give us or permit us to access. Information may include, but is not limited to, your name, image, birth date, email, physical address, telephone number, gender, social media information and profile, location (GPS) information, activity and performance information, and when necessary credit card information.

Automatically Collected Information

We may automatically collect information regarding your interaction with, and use of, our products and services. Information we may collect includes, but is not limited to, your telephone number, device identifier and hardware information, IP address, browser type and language, cookie information about your purchases and other information about your interactions with us.

- Details of your visits to Our Services including, but not limited to, traffic data, location data, weblogs and other communication data.

- Information about your computer, mobile phone, tablet, and all other similar electronic or mobile devices, including where available your IP address, operating system and browser type, device identifiers, device settings, device attributes, browser settings, the web pages of the Services you have visited, Services visited before and after you visit a Service, and the content and advertisements you have accessed, seen, forwarded and/or clicked-on.
- Information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies are small pieces of information (e.g., cookies, web beacons, pixels, gifs tags or other similar technologies) sent by a web server to a web browser which allow the web server to recognize the web browser. This operates as a piece of data stored on your browser or device, or may identify, compile, aggregate and/or collect information through other means. They help Us to improve Our Services and to deliver a better and more personalized service. You can control how your browser handles cookies received from websites. You can choose to refuse all cookies, or to be prompted before a cookie is saved to your hard drive, or to only accept cookies from certain website that you designate. Information on deleting or controlling cookies is available at www.AboutCookies.org. By refusing to accept cookies from Us, you may not be able to use some of the features and functionality available on Our Services.
- Geolocation Information. If you are accessing a Service from a mobile device or through a mobile application, you may be asked to share your precise (GPS level) geolocation information with us so we can customize your experience on our platform. If you agree to such collection, in most cases, you will be able to turn off such data collection at any time by accessing the privacy settings of your mobile device and/or through the settings in the applicable mobile application.
- Social Media Information. You also can engage with the Services through social media services or other third party platforms, such as Facebook, or other third-party social media plug-ins, integrations and applications. When you engage with our content on or through social media services or other third party platforms, plug-ins, integrations or applications, you may allow us to have access to certain Information in your profile. This may include your name, e-mail address, photo, gender, birthday, location, an ID associated with the applicable third party platform or social media account user files, like photos and videos, your list of friends or connections, people you follow and/or who follow you, or your posts or "likes." For a description on how social media services and other third party platforms, plug-ins, integrations or applications handle your information, please refer to their respective privacy policies and terms of use, which may permit you to modify your privacy settings.

2. CHILDREN'S PRIVACY

We do not knowingly collect or solicit personal information from children under 13.

3. HOW WE USE THE INFORMATION

UYP Basketball may collect and use Users personal information for the following purposes:

- Enhance, customize and personalize your UYP Basketball experiences and communications
- Use UYP Basketball features, such as running routes, race registrations, placing an order and other activities
- To register with our services
- To respond to your customer service requests and support needs more efficiently
- Display relevant marketing to you

3. DISCLOSURE OF INFORMATION

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

BY LAW OR TO PROTECT RIGHTS

We may disclose information upon governmental request, in response to a court order, when required by law, to enforce our policies, or to protect our or others' rights, property or safety. We may share information to prevent illegal uses of UYP Basketball's products and services or violations of the Terms or Use or to defend ourselves against third-party claims. We may also share information with companies assisting in fraud protection or investigation.

BUSINESS TRANSFERS

Your information may be transferred to a third party as a part of our business assets in a sale of a part or all UYP Basketball. If this should happen, notice will be provided by posting to the website or other form of communication.

4. PUBLIC SHARING

DEFAULT SHARING

When you join or use certain services, you agree to publicly share a basic amount of information, which may include your username, city location, and profile picture.

SHARING YOU CHOOSE

You may choose to share certain information. In order to participate in certain features, you may have adjust your privacy settings and share more information. You may also choose to share your activity on other platforms, such as Facebook, Instagram, and Twitter. Please read the privacy policies of those platforms, because your UYP Basketball activity published on those platforms will no longer be governed by UYP Basketball's Privacy Policy.

UYP BASKETBALL SHARING

Information that is publicly shared may be used by UYP Basketball for promotional purposes.

5. ADVERTISING AND ONLINE TRACKING

We may allow third-party companies to serve ads and collect certain information when you visit the Services. These companies may use certain information (e.g., click stream information, web browser type, time and date, subject of advertisements clicked or scrolled over) during your visits to the Services and other website in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use a cookie or third-party clear gif/web beacon to collect this information. Our systems do not recognize browser "Do Not Track" signals, but several of Our service providers who utilize these cookies or web beacons on Our Services enable you to opt out of targeted advertising practices. To learn more about these advertising practices or to opt

out of this type of advertising, you can visit www.networkadvertising.org or www.aboutads.info/choices.

6. HOW WE PROTECT YOUR INFORMATION

We maintain procedural, technical, and physical safeguards to help protect against loss, misuse or unauthorized access, disclosure, alteration, or destruction of the information you provide. We use a variety of security measures, including encryption and authentication tools, to help protect your information. We use secure servers when you place orders. All credit card information you supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted within our databases.

NO GUARANTEE

UYP Basketball cannot guarantee 100% the security or confidentiality of the information you provide to us.

7. YOUR RIGHTS & CHOICES

You may unsubscribe from our email newsletters or promotional emails by following the opt-out instructions contained in the email. You cannot unsubscribe from service-related, transactional, or emails.

You may be able to access and correct certain information through the features provided by UYP Basketball services. In addition, where legally required, we will provide users with access to their information and the ability to review, update, correct, and/or delete it. We will take reasonable steps to verify your identity.

8. INTERNATIONAL USERS

Our digital operations are conducted, in whole or in part, in the United States. Regardless of where you live, you consent to have your personal data transferred, processed and stored in the United States, and allow UYP Basketball to use and collect your personal information in accordance with this Privacy Policy.

9. PUBLIC AND INTERACTIVE AREAS OF OUR SERVICES

Personal information that you post on or through the public areas of Our Services are generally accessible to, and may be collected and used by, others and may result in unsolicited messages or other contact from others. You should not provide personal information about yourself in public or interactive areas of Our Services. Such personal information is not covered under this Privacy and Cookie Policy.

10. CHANGES TO OUR PRIVACY POLICY

Any changes We may make to Our privacy policy in the future will be posted on this page and will be effective upon posting and as reflected in the “Last revised” date shown in the revised policy. Your continued use of Our Services after any such changes are posted will be considered agreement to such changes. Under certain circumstances, We may also elect to have such changes notified to you by e-mail or by posting a notice on the front page of Our Services. You should regularly check back to this page from time to time.

11. TERMS OF USE

Your use of our products and services, and any disputes arising from them, is subject to this Privacy Policy as well as our Terms of Use. Please visit our Terms of Use, which explains other terms governing the use of our products and services.

12. CONTACT

Questions, comments and requests regarding this Privacy Policy should be addressed to [uypbasketball@gmail](mailto:uypbasketball@gmail.com) or upyourperformance@gmail.com.