



## **Privacy Policy**

www.taylorredpickleballacademy.ca (the "Site") is owned and operated by Taylorred Pickleball Academy (TPA). This Site is a company business that offers pickleball training lessons, clinics and events to players across Canada.

### **Purpose**

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect
2. Use of collected data
3. Who has access to the data collected
4. The rights of Site users, and
5. The Site's cookie policy

This Privacy Policy applies in addition to the Terms and Conditions of our Site.

### **Consent**

By using our Site users agree that they consent to:

1. The conditions set out in this Privacy Policy, and
2. The collection, use, and retention of the data listed in this Privacy Policy

### **Personal Data We Collect**

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

### **Data Collected Automatically**

When you visit and use our Site, we may automatically collect and store the following information:

1. Location
2. Clicked Links, and
3. Content Viewed

### **Data Collected in a Non-Automatic Way**

We may also collect the following data when you perform certain functions on our Site:

1. First and Last Name
2. Email Address, and
3. Payment Information

This data may be collected using the following methods:

1. Registration for a TPA Event (i.e., lessons, clinic, league, tournament or vacation)
2. Subscribing to our TPA Newsletter

### **How We Use Personal Data**

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically is used for the following purposes:



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1. To provide and operate the services we provide
2. Data Analysis & Statistics
3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages
4. To comply with any applicable laws and regulations.

The data we collect when the user performs certain functions may be used for the following purposes:

1. Marketing Communication
2. Event Registration

### **Who We Share Personal Data With**

Employees – We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

Other Disclosures – We will not sell or share your data with other third parties, except in the following cases:

1. If the law requires it
2. If it is required for any legal proceedings
3. To prove or protect our legal rights, and
4. To buyers or potential buyers of this company in the event that we seek to sell the company

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

### **How Long We Store Personal Data**

User data will be stored until the purpose of the data was collected for has been achieved. When you sign up for an event, donate or subscribe for our newsletter your information will be stored with us until you 'unsubscribe' from our communication emails.

### **How We Protect Your Personal Data**

To protect your security, we use the strongest available browser encryption, and all data is only accessible to our employees.

While we take all responsible precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet can be insecure at times and therefore, we are unable to guarantee the security of user data beyond what is reasonably practical.

### **Children**

We collect the personal data of children under 13 years of age. We only collect the personal data of children under 13 years of age with the express consent of their parents or guardians. This consent is collected as follows:

1. The Parent and/or Guardian must check the required question on our Event Registration form that states we have permission to collect their child(ren)s personal information.

### **How to Access, Modify, Delete, or Challenge the Data Collected**

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, or if you would like your data to be deleted or modified in any way, please contact us at: [info@tayloredpickleballacademy.ca](mailto:info@tayloredpickleballacademy.ca)



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### **How to Opt-Out of Data Collection, Use or Disclosure**

In addition to the method(s) described in the How to Access, Modify, Delete, or Challenge the Data Collected section, we provide the following specific opt-out methods for the forms of collection, use or disclosure of your personal data specified below:

1. Marketing Emails – you can opt-out by clicking ‘unsubscribe’ on the bottom of any TPA email or by updating your email preferences

### **Cookie Policy**

A cookie is a small file, stored on a user’s hard drive by a website. Its purpose is to collect data related to the user’s browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience.

We use the following types of cookies on our Site:

1. Functional Cookies – are used to remember the selections you make on our Site so that your selections are saved for your next visits
2. Analytical Cookies – allow us to improve the design and functionality of our Site by collecting data on how you access our Site, for example data on the content you access, how long you stay on our Site, etc.

### **Modifications**

This Privacy Policy may be amended from time to time to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy, we will update the “Effective Date” at the bottom of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

### **Contact Information**

If you have any questions, concerns, or complaints, you can contact us at [info@tayloredpickleballacademy.ca](mailto:info@tayloredpickleballacademy.ca)

Effective Date: January 1st, 2025