

PRIVACY POLICY

Sport Alliance LLC Last Updated: February 05, 2026

1. Introduction

This Privacy Policy explains how **Sport Alliance LLC** ("we," "us," or "our") collects, uses, discloses, and protects your information when you visit our website or use our services.

We are a subsidiary of the **Sport Alliance group**, which includes brands such as **Magiclone, PerfectGym, Finion Capital, MySports**, and **Finion FairPay**.

Responsible Entity: Sport Alliance LLC, 8, The Green, Suite A, Dover, Delaware 19901

Email: data-protection@sportalliance.com

2. Information We Collect

We collect information in two ways: information you provide to us directly and information we collect automatically.

A. Information You Provide

- **Contact Information:** Name, email address, phone number, and company details when you fill out forms, request a demo, or contact support.
- **Account Data:** If you register for our services, we collect login credentials and billing information.
- **Applicant Data:** If you apply for a job via our careers page (powered by **Lever**), we collect your resume, cover letter, and interview notes.

B. Information Collected Automatically

When you access our website, our servers and third-party tools automatically record:

- **Device Data:** IP address, browser type, operating system, device IDs, and language preferences.

- **Usage Data:** Pages visited, time spent on pages, referring URLs, and clickstream data.

3. Hosting and Infrastructure

To ensure our website is secure and reliable, we use the following infrastructure providers:

- **Amazon Web Services (AWS):** We host our website content on AWS servers. While we are a US entity, data may be processed in global regions to ensure speed and reliability.
- **Cloudflare:** We use Cloudflare as a Content Delivery Network (CDN) and security filter to protect against malicious traffic. Cloudflare routes traffic through its global network to optimize performance.

4. Cookies and Tracking Technologies

We use cookies (small text files stored on your device) to make our website work, analyze traffic, and support marketing.

Essential Cookies

These are necessary for the website to function (e.g., security, load balancing). You cannot opt-out of these.

Analytics & Marketing Tools

We use the following third-party tools to analyze behavior and improve our services:

- **Google Tag Manager:** Manages the deployment of tracking scripts.
- **Google Analytics:** Analyzes how visitors use our site. We have activated IP anonymization, meaning your IP address is shortened before being stored by Google. You can opt-out via the [Google Analytics Opt-out Browser Add-on](#).
- **Meta Pixel (formerly Facebook Pixel):** Allows us to track conversion from Facebook/Instagram ads and retarget users.
- **LinkedIn Insight Tag:** Helps us analyze professional demographics (industry, job title) of our visitors and measure ad conversions.

Your Cookie Choices: Most browsers allow you to refuse cookies. You can also opt-out of targeted advertising by visiting the [Digital Advertising Alliance](#) or the [Network Advertising Initiative](#).

5. How We Use Your Information

We use your data for the following business purposes:

- **Service Delivery:** To provide our software products, process transactions, and manage customer accounts.
- **Communication:** To respond to inquiries (via email, phone, or **HubSpot CRM**) and send administrative information.
- **Marketing:** To send newsletters and promotional material (you may opt-out at any time).
- **Recruiting:** To process job applications via **Lever**.
- **Security:** To detect fraud and protect our legal rights.

6. Sharing Your Information

We do not sell your personal information for monetary value. We may share your information with:

- **Affiliates:** We may share data with our parent company, **Sport Alliance GmbH** (Hamburg, Germany), and sister companies (Magicline, PerfectGym, etc.) for centralized administration and support.
- **Service Providers:** We share data with vendors who perform services on our behalf, including:
 - **HubSpot:** For CRM and marketing automation.
 - **Lever:** For applicant tracking.
 - **Google:** For analytics and workspace tools (Google Meet).
 - **Vimeo:** For video hosting (configured to "Do-Not-Track" mode).
- **Legal Requirements:** We may disclose information if required by law, court order, or government regulation.
- **Business Transfers:** In the event of a merger, sale, or acquisition, your data may be transferred to the new owner.

7. International Data Transfers

Note for US Users: While Sport Alliance LLC is based in Delaware, we are part of a global group. Your information may be accessed by our parent company in **Germany** or processed by service providers in other jurisdictions. We ensure that such transfers comply with applicable data transfer agreements and security standards.

8. Your US State Privacy Rights (California and others)

Depending on your state of residence (such as California, Virginia, Colorado, etc.), you may have specific rights regarding your personal information.

California Residents (CCPA/CPRA):

- **Right to Know:** You may request details about the categories of personal information we collect, the sources, and the purposes for which we use it.
- **Right to Delete:** You may request that we delete your personal information, subject to certain legal exceptions (e.g., retaining records for tax purposes).
- **Right to Correct:** You may request that we correct inaccurate personal information.
- **Right to Opt-Out of Sharing:** We use third-party cookies (Meta, LinkedIn) that may be considered "sharing" for cross-context behavioral advertising. You have the right to opt-out of this sharing.
- **Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.

To exercise these rights, please contact us at data-protection@sportalliance.com.

9. Job Applicants

If you apply for a job:

- We use **Lever** to manage applications.
- If we cannot offer you a position immediately, we may keep your data in our "Applicant Pool" for future opportunities.
- If you wish to be removed from the Applicant Pool, please contact us.

10. Children's Privacy

Our services are B2B software solutions. We do not knowingly collect personal information from children under the age of 13 in compliance with the Children's Online Privacy Protection Act (COPPA).

11. Data Security

We implement reasonable technical and organizational security measures (including SSL/TLS encryption) to protect your data. However, no transmission over the internet is 100% secure, and we cannot guarantee absolute security.

12. Contact Us

If you have questions about this policy or our data practices, please contact us:

Sport Alliance LLC Dover, Delaware **Email:** data-protection@sportalliance.com