

# BIG LEAGUE ADVANTAGE PRIVACY POLICY

Last Updated: Sept 28, 2022

This Privacy Policy describes how Big League Advance, Inc. d/b/a Big League Advantage (“*Company*,” “*we*,” or “*us*”) collects, uses, and discloses information about you. This Privacy Policy applies to information we collect when you access or use our mobile applications (“*App*”) and websites currently located at [www.bigleagueadvantage.com](http://www.bigleagueadvantage.com) and <https://investor.bigleagueadv.com> (collectively, with any materials and services available therein, and successor mobile applications or site(s) thereto, the “*Sites*”), or when you otherwise interact with us, such as through our online customer support channels or on social media pages. We may provide different or additional notices of our privacy practices with respect to certain products or services, in which case this Privacy Policy may not apply.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this Privacy Policy. We may also provide you with additional notice (such as by adding a statement to the Sites or sending you a notification), such as in connection with making material changes to this Privacy Policy. We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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## COLLECTION OF INFORMATION

### Information You Provide to Us

We collect information you provide directly to us. For example, we collect information directly from you when you fill out a form, communicate with us via third-party platforms, request customer support, or otherwise communicate with us. The types of information about you that we collect include your name, email address, phone number, and any other information you choose to provide. If you use our App as a BLA player (“*Player*”) or investor (“*Investor*”), we collect information from or about you in order to set up your account and provide you services. As a Player, we might collect your name, email address, phone number, chosen login ID and password, publicly available information about your contract, compensation, and bonuses, and information about amounts paid or owed to Company. As an Investor, we might collect your name, company name, business email address, phone number, and chosen login ID and password.

### Information We Collect Automatically

We automatically collect certain information about your interactions with us or our Sites, including:

- **Device and Usage Information:** We collect information about how you access our Sites, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version. We also collect information about your activity on our Sites, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Sites.
- **Information Collected by Cookies and Similar Tracking Technologies:** We (and those who perform work for us) use tracking technologies, such as cookies and web beacons, to collect information about your interactions with the Sites. Cookies are small data files stored on your hard drive or in device memory that help us improve our Sites and your experience, see which areas and features of our Sites are popular, and count visits. Web beacons (also known as “pixel tags” or “clear GIFs”) are electronic images that we use on our Sites and in our emails to help deliver cookies, count visits, and understand usage and campaign effectiveness. For more information about cookies and how to disable them, see the [Your Choices](#) section below.

## USE OF INFORMATION

We use the information we collect to provide, update, and improve our Sites and deliver our services to you. We also use the information we collect to:

- Provide, maintain, improve, and develop new products and services, including to debug and repair errors in our Sites;
- Personalize your experience with us;
- Send you technical notices, security alerts, support messages and other transactional or relationship messages;
- Communicate with you about products, services, and events offered by Company and others and provide news and information that we think will interest you (see the [Your Choices](#) section below for information about how to opt out of these communications at any time);
- Monitor and analyze trends, usage, and activities in connection with our Sites;
- Detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and help protect the rights and property of Company and others;
- Comply with our legal and financial obligations;
- Create de-identified, anonymized or aggregated information; and
- Carry out any other purpose described to you at the time the information was collected.

## DISCLOSURE OF INFORMATION

We disclose personal information in the following circumstances or as otherwise described in this Privacy Policy:

- We disclose personal information with vendors, service providers, contractors and consultants that access personal information to perform work for us, such as companies that assist us with web hosting, fraud prevention, customer service, and marketing.
- If you are a Player, we will share your name, publicly available contract information, and publicly available statistics with the Investors on whose rosters you belong or appear.
- We may disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.

- We may disclose personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Company, our users, the public, or others.
- We disclose personal information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- We may disclose personal information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- Personal information is disclosed between and among Company and our current and future parents, affiliates, and subsidiaries and other companies under common control and ownership.

We also disclose aggregated or de-identified information that cannot reasonably be used to identify you.

## **ANALYTICS**

We engage others to provide analytics services. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Sites and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by Company and others to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

## **TRANSFER OF INFORMATION TO THE UNITED STATES AND OTHER COUNTRIES**

Company is headquartered in the United States and we have operations and vendors in the United States and other countries. Therefore, we and those that perform work for us, may transfer your personal information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. Where required by law, we provide adequate protection for the transfer of personal information in accordance with applicable law.

## **YOUR CHOICES**

### **Account Information**

You may access and correct certain account information at any time, or deactivate your account, by emailing us at [support@bigleagueadv.com](mailto:support@bigleagueadv.com) or calling us at (240) 389-0437. If you wish to deactivate your account, note that we may retain certain information as required by law or for our legitimate business purposes.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Sites.

### **Communications Preferences**

You may opt out of receiving text messages or promotional emails from Company by following the instructions in those communications or by contacting us at [support@bigleagueadv.com](mailto:support@bigleagueadv.com) or (240) 389-0437. If you opt out, we may still send you non-promotional emails, such as those about our ongoing business relations.

### **Mobile Push Notifications**

With your permission, we may send push notifications to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

## **CONTACT US**

If you have any questions about this Privacy Policy, please contact us at [support@bigleagueadv.com](mailto:support@bigleagueadv.com) or (240) 389-0437.