



Privacy Statement

ProHockeyIQ, Inc. respects the privacy of its users (“you” or “user(s)”) of the ProHockeyIQ website (or “Site”) and has developed this Privacy Statement to demonstrate its commitment to protecting privacy of its users. This Privacy Statement discloses the privacy practices of ProHockeyIQ, Inc., (“us,” “we,” “our”, or “ProHockeyIQ”) and what information we may collect via the Site, how we may collect it, with whom we may share it, and certain other matters related to such information, including the choices you may have regarding our collection, use, and disclosure of such information. Additionally, ProHockeyIQ complies with the European Union (“EU”) – United States (“U.S.”) Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States, respectively. ProHockeyIQ has certified to the Department of Commerce that it adheres to the Privacy Shield principles. If there is any conflict between the terms in this Privacy Statement and the Privacy Shield Principles, the Privacy Shield Principles shall govern. The Privacy Shield and this Privacy Statement applies to all personal information received by ProHockeyIQ in the United States from the EU, Switzerland, and any geographies or territories adopting or complying to the Privacy Shield or similar Privacy Laws, in any format, including electronic, paper or verbal.

Information We May Collect

When using our Site, we may collect personal information such as your name, address, telephone number, e-mail address, previous medical injuries or conditions, interests in what you want from a hockey club or player, conditioning test results, personal medical information, specific references, and other similar information (“Personally Identifiable Information” or “PII”). To protect your personal information, users registering at the Site must also enter a username and password. If you transact business with us, we may collect and retain certain financial PII about you, such as your payment method, credit card number(s), type of credit card, expiration date, card verification value (e.g., CVV or CVV2), and any other related financial information.

We may use PII to respond to requests you may make of us, and from time to time, we may refer to PII to better understand your needs and how we can improve our websites, products, and services. We may also enhance or merge PII with data obtained from third parties for the same purposes. Any other information, such as statistical information, related to, or, transferred by you, or derived by us, in connection with your visiting or subscription use of our Site or Services may be included in databases owned and maintained by ProHockeyIQ or its representatives.

You have the option to not provide some or any of your PII or to opt out entirely (see below). But if you do so, we will not be able to provide you with some or all of the services we are otherwise able to offer. You can access your PII by logging into your personal account.

You have the right to deactivate your account with us by sending a deactivation request via electronic mail to support@prohockeyiq.com. By deactivating your account, you understand that your PII will continue to be saved in our system and will not be permanently deleted, you will not have direct access to it, and we will not use it in any of our services. If you decide to reactivate your account with us, you may do so by contacting the support electronic mail address and your PII will be accessible on your account. However, you have the right to delete your account with us by sending a deletion request via electronic mail to support@prohockeyiq.com. If you delete your account, we will delete all PII on our current system. However, it will remain on our backup servers solely for the purpose of processing data for our overall Service. However, the PII will never be disclosed to any third party without your consent, unless required by law.

Our Site may also gather Internet Protocol (IP) addresses. An IP address is a number assigned to your computer by your Internet service provider so you can access the Internet. Depending on your individual circumstance, it is possible that your IP address may constitute PII because some broadband providers do not change your IP address over time. We use your IP address to report aggregate information on use and to help improve the Site.

Correction and “Opt Out” Procedures: We grant users reasonable access to PII that we hold about you. We take reasonable steps to permit users to correct, amend, or delete PII that is demonstrated to be inaccurate or incomplete. We also offer users the opportunity to opt-out of whether their PII is disclosed to a non-agent third party, or used for a purpose other than the purpose for which it was originally collected or subsequently authorized by the user. To request access or opt-out, please write us using prepaid postal certified mail or overnight courier service addressed to ProHockeyIQ at the following:

ProHockeyIQ, Inc.
Attn: Opt-Out
927 Fairway Drive
Vienna, VA 22182
USA

Please note that you may still continue to receive Services and materials while we are updating our databases.

Information About Others

We may collect and retain personal information about other people that you provide to us, such as their names, addresses, email addresses, and phone numbers, and the like. You represent you have the necessary permissions and rights to submit such personal information to us.

U.S. - EU and Swiss - U.S. Privacy Shield Statement

For PII we receive from the EU, Switzerland, or any geographies or territories adopting or complying with the Privacy Shield Principles, ProHockeyIQ has committed to handling such personal information in accordance and compliance with the Privacy Shield Principles and Framework. ProHockeyIQ's Privacy Shield Certification can be found at <http://www.privacyshield.gov/list>. For more information about the Privacy Shield Framework and Principles and how they affect you, please visit the Department of Commerce's Privacy Shield website at <https://www.privacyshield.gov/welcome>.

Where ProHockeyIQ collects PII directly from individuals in the EU, Switzerland, or any geographies or territories adopting or complying to the Privacy Shield Principles, this Privacy Statement informs them about the purposes for which we collect and use PII about them, the types of non-agent third parties to which we disclose that information, the choices and means we offer users for limiting the use and disclosure of PII, and how to contact us. This Privacy Statement will be posted on the Site and provided when individuals first submit PII to us to register as a member, or as soon as practicable thereafter, and in any event before we use or disclose the PII for a purpose other than that for which it was originally collected.

Where ProHockeyIQ participates in any onward transfer of EU or Swiss PII to a third party, ProHockeyIQ has the responsibility for the processing of PII it receives under the Privacy Shield and subsequently transfers to a third party acting as an agent on its behalf. ProHockeyIQ shall remain liable under the Principles if its agent processes such personal information in a manner inconsistent with the Privacy Shield Principles, unless ProHockeyIQ proves that it is not responsible for the event giving rise to the damage. Furthermore, ProHockeyIQ is required to enter into a contract with that third party that provides that such EU or Swiss PII may only be processed for limited and specified purposes consistent with the consent provided by you, the User, and it will require the third party recipient of EU or Swiss PII to provide the same level of protection as required under the Privacy Shield Principles.

If we receive PII from our subsidiaries, affiliates or other entities in the EU, Switzerland, or any geographies or territories adopting or complying to the Privacy Shield Principles, we will use and disclose such information in accordance with the notices provided by such entities and the choices made by the individuals to whom such PII relates.

We will use PII only in ways that are compatible with the purposes for which it was collected or subsequently authorized by the user. We will take reasonable steps to ensure that PII is accurate, complete, and current. We will obtain assurances from our agents that they will safeguard PII consistently with this Privacy Statement. If we have knowledge that an agent is using or disclosing PII in a manner contrary to this Privacy Statement, we will take reasonable steps to prevent or stop the use or disclosure.

We will take reasonable precautions to protect PII in our possession from loss, misuse, unauthorized access, disclosure, alteration and destruction. Any employee that we determine is in violation of this Privacy Statement will be subject to disciplinary action, up to and including termination of employment.

We will investigate and attempt to resolve complaints and disputes regarding use and disclosure of PII by reference to the principles contained in this Privacy Statement. If you bring a complaint to us in regard to the Privacy Shield Principles and Framework, we agree to respond to you within 45 days of the filed complaint. For complaints that cannot be resolved by us in regard and solely related to the Privacy Shield Principles and Frameworks, we provide, at no cost to you the individual, the opportunity to bring the complaint to the International Center for Dispute Resolution, the international division of the American Arbitration Association, (“ICDR”) for dispute resolution. This mechanism allows users an independent recourse so that each User’s complaints and disputes can be investigated and resolved and damages awarded through binding arbitration where the applicable law allows. Users who submit a question or concern to us and who do not receive a satisfactory response from us should contact ICDR online at <https://apps.adr.org/webfile/>, or by mail or fax as set forth below.

International Centre for Dispute Resolution
A Division of the American Arbitration Association
Case Filing Services
1101 Laurel Oak Road, Suite 100
Voorhees, NJ 08043
Phone: 856-435-6401
Toll free number in the US 877-495-4185
Fax number 877-304-8457
Fax number outside the US: 212-484-4178
Email box: casefiling@adr.org

For any questions or for further information about this program, the ICDR’s International Arbitration Rules and forms, along with additional language versions of the ICDR’s International Arbitration Rules, visit the ICDR’s website at www.icdr.org.

If you submit a complaint to a data protection authority (“DPA”) in the EU, Switzerland, or any geographies or territories adopting or complying with the Privacy Shield Principles, the United States Department of Commerce has committed to receive, review, and undertake best efforts to facilitate resolution of the complaint and to respond to the DPA within 90 days.

We will make public any relevant Privacy Shield related sections of any compliance or assessment report submitted to the Federal Trade Commission if we become subjected to a Federal Trade Commission or court order based on non-compliance of the Privacy Shield. If we decide to leave the Privacy Shield, we must annually certify our commitment to apply the Privacy Shield Principles to information we received while under the Privacy Shield if we

choose to keep such data or PII and provide adequate protection for the PII by another authorized mean.

Additionally, you can contact our designated contact with any questions regarding the Privacy Shield. Please send all questions and concerns to:

Michael Ratzenberger

ProHockeyIQ, Inc.

mike.ratzenberger@prohockeyiq.com

Disclosure of Your Information

We may share PII with representatives, contractors, or partners of ProHockeyIQ in connection with services that these individuals or entities perform for us. These representatives, contractors, and partners are restricted from using PII in any way other than to provide services for ProHockeyIQ. In rare circumstances where national, state, or company security is at issue, ProHockeyIQ reserves the right to share PII with the appropriate governmental authorities. We may also provide PII to third parties in connection with the sale, assignment, or other transfer of the business of the Site, in which case we will require any such buyer to agree to treat PII in accordance with this Privacy Statement.

In the event we transfer our services, which include your PII, to any third party, we will comply with the Notice and Choice Principles described in the Privacy Shield. To learn more about the Notice and Choice Principles in regard to third party transfers described in the Privacy Shield, please visit <https://www.privacyshield.gov/welcome>.

Disclosure to Team or Player

We may disclose your non-sensitive PII to a team or player member. If the team or player is interested, will then seek your permission for disclosure of your more detailed information. We will not disclose your additional PII (including medical information, as described below) to a team or player without receiving your express written approval. Once you have expressly approved of our sending your additional PII to a team or player, then they have the ability to view your additional information.

Disclosure of Medical History

We may collect and retain information you enter in regard to your medical history. We will not disclose your medical history except as you explicitly authorize us in writing to do. For sensitive personal information, we will give you the opportunity to affirmatively and explicitly opt-in to the disclosure of that information to a team, player, or other non-agent third party, or to the use of that information for a purpose other than the purpose for which it was originally collected or subsequently authorized by you.

Disclosure By Law

You understand and agree that we may disclose your PII if required to by the order of any court or similar tribunal or any other governmental body or agency or public authority of appropriate jurisdiction in the United States, or if we, in our sole discretion, believe that the disclosure of some or all of your information is warranted to protect our rights or property or to comply with any controlling laws.

Cookies and Beacons

“Cookies” are small software files saved to the hard drive of your computer after accessing a website. We employ the use of cookies as part of our routine business. A cookie contains a unique identifier. We collect information through the use of cookies in order to track information while you use the Site. Cookies help us improve our website and deliver a more personalized service to you. If you decide to decline cookies, you may not be able to use some or all of the functions of the Site.

This Site may use a technology known as web beacons (single-pixel gifs) that allow the Site to collect web log information. A web beacon is a graphic on a web page or in an e-mail message designed to track pages viewed or messages opened. Web log information is gathered when you visit the Sites by the webserver computer that hosts our Site. The webserver automatically recognizes some non-personal information, such as the date and time you visited our site, the pages you visited, the website you came from, the type of browser you are using, the type of operating system you are using, and the domain name and address of your Internet service provider. We may also include web beacons in promotional e-mail messages in order to determine whether messages have been opened.

Administrative Accountability

We are the administrators of the website and member profiles, and as such, we reserve all rights to randomly check the user profiles to ensure that there is no misuse of the “free writing” sections. We, as a company, require you to be respectful and professional when entering text in these sections, and we will strictly monitor these sections, and censor or delete any entries at our sole discretion, to ensure that our users are acting in complete accordance with our terms and conditions.

Additionally, we as administrators of the website and member profiles reserve all rights to randomly check the user profiles to ensure that member’s contract information is correct and current. If we believe the contract information of a member is not correct or current, we reserve the right to modify the member’s contract information to its correct and current information, and we will notify the member of such changes to their profile.

How We Protect Your Information

We use appropriate and reasonable, market-accepted, security measures to help protect your information from unauthorized access and disclosure by or to other individuals or third parties. We take protecting your information very seriously; however, no system can be considered entirely secure. Thus, you should not expect, and we do not warrant or guarantee that your information will remain protected and private.

Questions or Issues

If you have any questions or issues regarding our Privacy Statement, please contact us by email:

Michael Ratzenberger

ProHockeyIQ, Inc.

mike.ratzenberger@prohockeyiq.com

Acceptance of Privacy Statement

By using our Site, you are subject to this Privacy Statement, thus once you use our Site you are accepting the practices set forth in this Privacy Statement. If we decide to change our Privacy Statement in the future, we will post the changes to the Privacy page as well as posting to any other area we deem as appropriate to put you on notice of any changes that could affect the information that you provide to us through use of this Site. Your continued use of our Site constitutes your acceptance of our Privacy Statement.

Effective Date

This Privacy Statement was last revised on May 9, 2017.