



**SportsEye Local Government  
Data Use Memorandum of Understanding (SportsEye)**

**PARTIES**

Local Government (LG)  
Leisure Services Operator (LSO)  
Data Processor/ Service Provider: ActiveXchange (AX)

**SERVICES**

Both LG and LSO use and/or wish to use a SportsEye account provided by AX.

SportsEye uses data generated by visitors to the venues managed by the LSO, alongside wider business data from the venue, other third-party venues, and local demographic and profiling data. This data is used to create business intelligence.

For LSOs this business intelligence informs better operational decision making, which support the high performance of the venue(s).

For LGs this business intelligence better informs the outcomes and impacts generated through the operation of the venue(s) by the LSO. This informs the decisions made by the LG in respect to how the venue(s) are operated so as maximise benefits for the local resident population.

The business intelligence, subject to a paid licence, can also include Social Value analysis and reporting.

**USE OF DATA**

In consideration of receipt of the full functionality of the Services the following is acknowledged by all parties:

- The LSO warrants that it has and will maintain all necessary rights, licences, consents and authorisations to transmit data to AX and to permit it to be processed for the purposes of the Services;
- The LG approves of this process for the provision of the Services;
- The LG approves the LSO to provide data directly to AX for AX to deliver the Services;
- AX confirms it will securely and responsibly manage data at all times, including ensuring personal data is anonymised and outputs aggregated. Further information can be found here <https://activexchange.org/data-use-agreement>.