



SportsEye Local Government Data Use Memorandum of Understanding (SportsEye)

PARTIES

Local Government (LG)
State or National Sport Organisation (SO)
Data Processor/ Service Provider: ActiveXchange (AX)

SERVICES

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

SportsEye uses data generated by members affiliated to the SO, alongside wider local demographic and profiling data. This data is used to create business intelligence, which includes aggregated heat mapping of member locations, predicted demand, conversion of demand and location and size of clubs.

For SOs this business intelligence informs better decision making, which supports infrastructure planning decisions and allocation of resources.

For LGs this business intelligence better informs the outcomes and impacts generated through the delivery of infrastructure related to each sport. This also informs the decisions made by the LG in respect to subsequent infrastructure decisions so as to maximise benefits for the local resident population.

USE OF DATA

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

- The SO 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 and agrees to use the data in a professional manner that does not unfairly jeopardise the business practices of the SO;
- 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>.