

PRIVACY POLICY

SorenCo, LLC d/b/a Slate Sherpa Effective Date: September 7, 2026

This Privacy Policy describes how SorenCo, LLC, doing business as Slate Sherpa ("SorenCo," "Slate Sherpa," "we," "us," or "our"), collects, uses, discloses, retains, and protects personal information when you access or use Slate Sherpa websites, mobile or desktop applications, application programming interfaces (APIs), subscription services, text/SMS or messaging services, email communications, social-media pages or integrations, tools, analytics, picks, predictions, model outputs, and any other electronic or platform-based service that links to or incorporates this Privacy Policy (collectively, the "Services").

The Services provide sports-related data, analytics, informational content, predictive modeling, and recommended picks. SorenCo does not accept, hold, transmit, or place wagers for users and is not a sportsbook, casino, bookmaker, or gambling operator. This Privacy Policy should be read together with the Slate Sherpa Terms of Use.

1. Scope and Relationship to Third-Party Platforms

This Privacy Policy applies to personal information SorenCo controls in connection with the Services. Some Services may be delivered through third-party platforms, including Whop, Apple, app stores, social-media services, communications providers, cloud providers, analytics providers, payment processors, and other technology vendors. Those third parties may independently collect and process information under their own privacy policies and terms.

For example, Slate Sherpa presently uses Whop to support memberships, payments, delivery of picks, free trials, and member communications. When a third-party platform processes a transaction or maintains your platform account, SorenCo may receive transaction status, subscription information, contact information, account identifiers, and other information the platform makes available, but SorenCo may not receive or store full payment-card credentials.

2. Eligibility; No Services Directed to Children

The Services are not directed to children. You may use the Services only if you are at least eighteen (18) years old and, if you use any Service in connection with sports wagering, at least the minimum legal age for sports wagering or gambling in every jurisdiction applicable to you, whichever age is higher. If the Services, sports-wagering analytics, or the contemplated use of the Services is unlawful where you are located or where you intend to act, you must not use the Services for that purpose.

We do not knowingly collect personal information from children under thirteen (13). We also do not knowingly permit persons who fail the eligibility requirements above to maintain paid subscriptions. If we learn that we collected personal information from a person who was not eligible to provide it, we may delete the information, restrict the account, or take other appropriate action, subject to legal retention requirements. A parent, guardian, or other person who believes an ineligible minor has provided personal information may contact us at Support@slatesherpa.com.

3. Personal Information We May Collect

Depending on how you interact with the Services, we may collect the following categories of information:

Account and identity information: name, username, account or platform identifier, age or date-of-birth information used to assess eligibility, and account credentials or authentication information.

Contact information: email address, telephone number, mailing address, social-media handle, and communication preferences.

Subscription and transaction information: subscription tier, trial status, purchase history, billing status, refunds, chargebacks, transaction identifiers, and limited payment-related metadata received from Whop, app stores, or payment processors. Payment-card numbers and similar credentials may be collected directly by the applicable payment processor rather than SorenCo.

Sports and wagering-related interaction information: sports, leagues, teams, markets, picks, tools, odds, lines, predictions, articles, features, or model outputs you view or interact with; preferences; watchlists; notification settings; and, if you choose to provide it or connect a supported service, information concerning sportsbooks, odds, wagers, stakes, outcomes, or betting history.

Device, network, and technical information: IP address, device type, operating system, browser, app version, language, time zone, mobile advertising or device identifiers where permitted, network information, crash data, diagnostic data, log files, API keys or token identifiers, request metadata, and security events.

Usage and interaction information: pages and screens viewed, clicks, taps, scrolling, referring and exit pages, session timestamps, feature usage, search activity, API requests, response codes, latency, frequency and duration of use, and interactions with emails, texts, push notifications, or other communications.

Location information: general location inferred from IP address and, only where a feature requires it and appropriate permission or consent is obtained, more precise device location. Location may be used for security, fraud prevention, content availability, or legal/compliance purposes.

Communications and user-submitted content: support requests, survey responses, feedback, reviews, comments, messages, attachments, information submitted through forms, social-media interactions, and other content you provide to us.

Marketing, referral, and affiliate information: referral source, campaign identifiers, affiliate codes, promotion participation, advertising interactions, and information reasonably necessary to administer referral or affiliate programs.

Cookie and similar-technology information: browser or device identifiers and information collected through cookies, pixels, SDKs, local storage, tags, or comparable technologies as described below.

Compliance and security information: information reasonably necessary to verify eligibility, detect fraud or abuse, enforce our Terms, investigate suspicious activity, protect intellectual property, or comply with legal obligations.

4. Sources of Personal Information

We collect personal information directly from you; automatically from your browser, device, API client, or use of the Services; from Whop, Apple, app stores, payment processors, social-media services, and other platforms you use to interact with Slate Sherpa; from analytics, security, communications, referral, and advertising providers; from public sources; and from other persons where permitted by law.

If you provide personal information about another person, you represent that you have authority to provide it and to permit us to process it as described in this Privacy Policy.

5. How We Use Personal Information

We may use personal information for the following business and operational purposes:

Provide, operate, authenticate, administer, maintain, and improve the Services and your account.

Deliver subscriptions, picks, predictions, analytics, tools, APIs, notifications, content, support, and requested communications.

Process or reconcile subscriptions and transactions, administer free trials and promotions, detect payment fraud, and coordinate with payment and platform providers.

Personalize content, recommendations, notifications, user interfaces, and product experiences based on your preferences and interactions.

Conduct analytics, research, testing, measurement, quality assurance, debugging, product development, and feature development.

Develop, evaluate, train, tune, test, validate, and improve SorenCo's own algorithms, statistical systems, predictive models, artificial-intelligence and machine-learning systems, and related products using information lawfully available to SorenCo.

When reasonably practicable for model-development purposes, we may aggregate, de-identify, pseudonymize, or otherwise reduce direct identifiers before use.

Analyze sports markets, usage patterns, product performance, customer engagement, and aggregated or de-identified trends.

Protect the Services and SorenCo's intellectual property, trade secrets, algorithms, model outputs, data, and contractual rights, including by detecting or investigating scraping, credential sharing, unusual API activity, automated extraction, reverse engineering, model extraction, unauthorized AI training, data harvesting, circumvention of access controls, and other misuse.

Communicate with you about account matters, product updates, service notices, changes to legal terms, security issues, support, promotions, or other matters permitted by law.

Market and promote SorenCo products and services, measure campaigns, administer referrals and affiliates, and customize marketing where permitted by law and subject to legally required choices.

Prevent, detect, investigate, and respond to fraud, abuse, security incidents, violations of law or our Terms, disputes, chargebacks, threats, or harmful conduct.

Establish, exercise, or defend legal claims; enforce agreements; respond to lawful requests; comply with tax, accounting, regulatory, recordkeeping, and legal obligations; and protect the rights, safety, and property of SorenCo, users, and others.

Carry out a merger, financing, acquisition, reorganization, bankruptcy, asset sale, diligence review, or other corporate transaction, subject to applicable law.

We may also use information for another purpose disclosed to you at collection or with your consent.

6. Cookies, Pixels, SDKs, Local Storage, and Similar Technologies

We may place and use cookies and similar technologies on websites, applications, emails, and other electronic Services. These technologies may be first-party technologies operated by SorenCo or third-party technologies operated on our behalf.

We may use: (a) strictly necessary technologies for authentication, account security, fraud prevention, load balancing, network management, and core functions; (b) preference technologies that remember settings; (c) analytics and performance technologies that help us understand use and improve the Services; and (d) marketing technologies that help measure campaigns, referrals, and, where permitted, deliver or measure advertising.

Where required by law, non-essential cookies or similar technologies will be used only after required notice or consent. You may be able to manage cookies through a consent tool, browser settings, mobile operating-system settings, or other controls we make available. Blocking some technologies may impair Service functionality.

Where legally required, we honor recognized opt-out preference signals, such as Global Privacy Control, for the browser or device from which the signal is sent. Because technologies and legal requirements change, our response to preference signals may vary by jurisdiction and context.

7. Session and Abuse-Prevention Telemetry

To protect SorenCo's proprietary systems and the integrity of the Services, we may collect detailed technical and behavioral telemetry relating to account access, content requests, API calls, copying or export behavior, request sequencing, volume, timing, device characteristics, and other indicators of automated or abusive activity. This information may be used to identify credential sharing, scraping, reverse engineering, model extraction, unauthorized benchmarking, attempted reproduction of proprietary data or outputs, or use of Slate Sherpa content to train or improve third-party artificial-intelligence or machine-learning systems.

This monitoring does not grant any user a license to engage in the monitored conduct. Restrictions on reverse engineering, scraping, AI training, and use of proprietary materials are stated in the Terms of Use and remain fully enforceable.

8. How We Disclose Personal Information

We may disclose personal information to the following categories of recipients when reasonably necessary for the purposes described in this Privacy Policy:

Service providers and processors that provide hosting, cloud infrastructure, analytics, security, communications, customer support, database, development, authentication, fraud prevention, or other services for SorenCo.

Platform and distribution providers, including Whop, Apple, app stores, social-media platforms, communications providers, and other services through which you obtain, access, or interact with the Services.

Payment processors and financial-service providers for purchases, subscriptions, refunds, chargebacks, fraud detection, and transaction administration.

Advertising, marketing, referral, and analytics providers, where permitted by law and subject to applicable consent or opt-out rights.

Professional advisers, including attorneys, accountants, auditors, insurers, consultants, and other advisers subject to appropriate duties or restrictions.

Government agencies, regulators, law-enforcement authorities, courts, litigants, or other persons when we reasonably believe disclosure is required or permitted by law, is necessary to protect rights or safety, or is appropriate to investigate fraud, abuse, illegal conduct, or violations of our Terms.

Parties to a proposed or completed corporate transaction, such as a merger, financing, acquisition, reorganization, bankruptcy, sale of assets, or transfer of all or part of our business, subject to appropriate confidentiality and legal protections.

Other persons at your direction or with your consent.

We may disclose aggregated or de-identified information that does not reasonably identify you, subject to applicable law.

9. We Do Not Sell Personal Data

SorenCo does not sell personal data or personal information to data brokers or other third parties for monetary or other valuable consideration as a business practice. We also do not rent personal information to third parties for their independent use.

We may disclose personal information to service providers, processors, platforms, analytics providers, and other recipients described in this Privacy Policy to operate and support the Services. Some privacy laws use broad definitions of "sale," "sharing," or "targeted advertising." If an activity we conduct is treated by applicable law as a sale, sharing, or targeted-advertising disclosure despite not involving a conventional sale of data, we will provide the notice and opt-out mechanism required by that law and honor applicable preference signals. Nothing in this section authorizes SorenCo to sell personal data contrary to the first paragraph of this section.

10. Text Messages, Push Notifications, Email, and Other Communications

If you affirmatively opt in to receive recurring marketing text messages or automated marketing calls, we may use the telephone number you provided for that purpose. Consent to marketing texts or calls is not a condition of purchase. Message frequency may vary. Message and data rates may apply. You may revoke consent at any time by using any reasonable opt-out method, including replying STOP to a text message. We may send a limited confirmation of your opt-out as permitted by law. For assistance with a text program, reply HELP or contact Support@slatesherpa.com.

We may separately send transactional or informational communications reasonably related to your account, security, requested services, subscription status, or customer support, subject to applicable law. You may unsubscribe from promotional emails using the unsubscribe mechanism included in the message. Push notifications can generally be controlled through your device or application settings.

Carriers and platform providers are not liable for delayed or undelivered messages to the extent permitted by law.

11. Artificial Intelligence and Automated Processing

The Services may use statistical, algorithmic, artificial-intelligence, or machine-learning systems to generate, rank, score, summarize, or personalize sports analytics, predictions, or content. These systems can be inaccurate, incomplete, delayed, or affected by data quality, market changes, injuries, roster changes, odds movement, and events outside SorenCo's control.

SorenCo may use lawful Service interaction data, feedback, aggregated data, and de-identified data to train or improve its own models and systems as described above. We do not use the Services to make automated decisions that produce legal or similarly significant effects concerning consumers, such as decisions about employment, credit, housing, insurance, or government benefits.

12. Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect the confidentiality, integrity, and availability of personal information in light of the nature and volume of information we process. Measures may include access controls, authentication, logging, vendor management, backups, security testing, and other protections appropriate to our systems.

No method of transmission, storage, or security is completely secure. You are responsible for maintaining the confidentiality of your credentials, using unique passwords where applicable, and promptly notifying us of suspected unauthorized account access.

13. Data Retention

We retain personal information for as long as reasonably necessary to provide the Services and fulfill the purposes described in this Privacy Policy, including maintaining an account or subscription, supporting transactions, improving products, protecting security and intellectual property, resolving disputes, enforcing agreements, and satisfying legal, tax, accounting, and recordkeeping obligations.

Retention periods vary based on the type and sensitivity of information, the nature of our relationship with you, applicable limitation periods, legal requirements, and operational needs. We may retain de-identified or aggregated information for a longer period where permitted by law and where it is not reasonably capable of being linked to you.

14. Your Privacy Rights

Depending on where you live and whether a particular privacy law applies to SorenCo or the relevant processing, you may have rights to request access to or confirmation of personal information we process; obtain a copy of certain information; correct inaccuracies; delete certain information; opt out of certain targeted advertising, sales, sharing, or qualifying profiling; withdraw consent where processing is based on consent; limit certain uses of sensitive personal information; or appeal a decision concerning a privacy request.

You may submit a privacy request by emailing Support@slatesherpa.com with the subject line "Privacy Request" and describing the right you wish to exercise. You do not need to create a new account solely to make a request. We may take reasonable steps to verify your identity and authority before fulfilling a request. Authorized agents may be required to provide proof of authority, and we may verify the request directly with the consumer where permitted by law.

If we deny a request and applicable law provides a right to appeal, you may appeal by emailing Support@slatesherpa.com with the subject line "Privacy Appeal" and identifying the prior request. We will not unlawfully discriminate against you for exercising applicable privacy rights.

Privacy rights are subject to statutory exceptions. For example, we may retain information necessary to complete transactions, maintain security, prevent fraud, comply with law, exercise legal rights, preserve evidence, enforce agreements, or maintain information that has been lawfully de-identified.

15. California and Other U.S. State Privacy Disclosures

Residents of California and certain other U.S. states may have additional rights under applicable state privacy law. The categories of personal information we may collect are described in Section 3; the purposes are described in Section 5; and the categories of recipients are described in Section 8.

SorenCo does not sell personal information as described in Section 9. To the extent SorenCo engages in processing that constitutes "sharing" for cross-context behavioral advertising or "targeted advertising" under an applicable state law, eligible consumers may opt out through any mechanism we make available or by sending a Privacy Request. Where legally required, we honor Global Privacy Control or comparable recognized opt-out signals.

We do not use or disclose sensitive personal information for the purpose of inferring characteristics about a person except as permitted by applicable law. If we collect precise geolocation or other sensitive information for a feature that requires consent, we will request the consent required by applicable law.

16. Third-Party Websites, Sportsbooks, Platforms, and Services

The Services may link to or interact with third-party websites, sportsbooks, marketplaces, social-media services, app stores, payment providers, or other services. A link, reference, comparison, or integration does not mean that SorenCo controls the third party or its privacy practices. Third parties may collect information directly from you and may use tracking technologies independently of SorenCo.

You should review the privacy practices and terms of any third party before providing information or using the third party's service. SorenCo is not responsible for a third party's privacy, security, legal compliance, odds, wagering practices, payment practices, or other conduct.

17. International Users and Cross-Border Processing

SorenCo is a United States company and the Services are controlled primarily from the United States. If you access the Services from outside the United States, information may be transferred to, stored in, and processed in the United States or other countries where our service providers operate. Those countries may have data-protection laws different from the laws where you live.

You are responsible for determining whether use of the Services is lawful in your location. Where applicable law requires a particular transfer mechanism or additional privacy rights, SorenCo will implement legally required measures when the law applies to the relevant processing.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in the Services, technology, legal requirements, vendors, or our practices. The "Effective Date" above identifies the current version. We may provide additional notice of material changes through the Services, by email, through a platform, or by other reasonable means.

Where applicable law requires affirmative consent before materially changing how previously collected personal information is used, we will obtain that consent before applying the materially different use to the affected information.

19. Contact Us

Questions, privacy requests, complaints, or concerns may be directed to:

SorenCo, LLC d/b/a Slate Sherpa
4870 Sadler Road, Suite 300
Glen Allen, Virginia 23060
Email: Support@slatesherpa.com
Telephone: (540) 577-3909

For privacy requests, use the subject line "Privacy Request." For appeals of a privacy-request decision, use "Privacy Appeal."