

Privacy Policy

Effective Date: 06/29/2025

Xs & Aces Football Academy LLC

Contact: matthew@wenotmefootball.com

Our Commitment to Your Privacy

At Xs & Aces Football Academy LLC ("Xs & Aces", "we", "us", or "our"), we value your privacy. This Privacy Policy outlines how we collect, use, disclose, and protect your information in connection with our football academy operations, clinics, and any related services we provide through our website, mobile applications, or in-person registration forms (collectively, the "Services").

By using our Services, you consent to the practices described in this Privacy Policy.

I. Information We Collect

Personal Information:

We may collect the following information from parents or legal guardians registering their children for our football clinics or events:

- Name (parent/guardian and child)
- Email address
- Phone number
- Home address
- Child's date of birth and gender (for age grouping)
- Emergency contact information
- Medical or allergy information relevant to event safety

Media and Event Content:

With your consent, we may collect photographs or videos of clinic or game participation, which may include your child's name or image, for marketing, recap highlights, and academy communications.

Payment Information:

We use third-party payment processors to handle transactions. We do not store your credit card or financial information on our servers.

Automatically Collected Data:

Our website may collect data including IP address, browser type, device information, and browsing behavior using cookies or similar technologies, for analytics and security purposes.

2. How We Use Your Information

We use your information to:

- Register participants for football clinics and events
- Communicate important updates about the Academy
- Provide medical and safety information to staff during events
- Share photos/videos on our website or social media (with consent)
- Maintain accurate records of participation
- Improve our website and services

We do not sell or rent your personal information.

3. Sharing Your Information

We may share limited personal data:

- With coaches and staff strictly for event management
- With third-party vendors for payment processing or website hosting
- As required by law or to comply with safety and legal obligations

We require all third parties to maintain confidentiality and only use your data for the purposes outlined above.

4. Children's Privacy

Xs & Aces does not knowingly collect personal information directly from children under 13 without verifiable parental consent. All registrations must be completed by a parent or legal guardian. Any public-facing participant information (e.g., event results) will limit identifiable details, such as displaying only a first name and last initial.

5. Cookies and Analytics

We use cookies and third-party services such as Google Analytics to understand how visitors use our website and improve the user experience. You may disable cookies through your browser settings, though some website features may not function properly.

6. Security

We implement reasonable physical, administrative, and technical safeguards to protect your data. However, no system is 100% secure, and we cannot guarantee the absolute security of your information.

7. Access and Corrections

If you wish to access, update, or delete your personal data, please contact us at matthew@wenotmefootball.com. We will respond to requests within a reasonable timeframe and in accordance with applicable law.

8. Policy Updates

We may update this Privacy Policy periodically. Updates will be posted to our website with the effective date. Continued use of our Services after changes are posted constitutes your agreement to the revised policy.

9. Contact Us

For any questions or concerns regarding this Privacy Policy or your personal data, please contact:

Xs & Aces Football Academy LLC

Email: matthew@wenotmefootball.com

www.wenotmefootball.com

Location: New Jersey, USA