

# Privacy Policy for the New York Sports Exchange

Effective Date: June 9, 2024

New York Sports Exchange, LLC ("NYSX," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application, the New York Sports Exchange (the "App", or "The Exchange"). Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the App.

## 1. Information We Collect

a. Personal Information: When you use the App, we may collect certain personally identifiable information that can be used to contact or identify you ("Personal Information"). Personal Information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Physical address (Optional, to receive prizes from the Prize Exchange)

b. Usage Data: We may also collect information about how the App is accessed and used ("Usage Data"). This Usage Data may include information such as your device's Internet Protocol address (e.g., IP address), the pages of our App that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

## 2. Use of Your Information

We use the collected information for various purposes, including:

- To provide and maintain the App
- To notify you about changes to our App
- To allow you to participate in interactive features of our App when you choose to do so
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the App
- To monitor the usage of the App
- To detect, prevent, and address technical issues
- To manage your account

## 3. Disclosure of Your Information

The New York Sports Exchange does not share your Personal Information with any third parties. The information collected is used exclusively by the Exchange to provide and improve the App.

## 4. Third-Party Data Collection for Advertising

The App uses third-party services that may collect information used to serve interest-targeted ads on other platforms and to track ad performance. This information may be linked to your device or mobile ad identifier. You can opt out of this tracking by enabling

the "Limit Ad Tracking" option for the New York Sports Exchange application in your iOS device's Privacy & Security settings.

## **5. Data Retention**

We will retain your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies.

## **6. Delete Your Personal Information**

You have the right to delete or request that we assist in deleting the Personal Information that we have collected about you. Our service provides the ability to delete certain information about you from within the App.

You may update, amend, or delete your information at any time by signing in to your account and visiting the account management page. You may also contact us to request access to, correct, or delete any Personal Information that you have provided to us.

Please note, however, that we may need to retain certain information when we have a legal obligation or lawful basis to do so.

## **7. Security of Your Information**

The security of your information is important to us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **8. Your California Privacy Rights (CalOPPA)**

Under California law, California residents have the right to request and obtain from us, once a year and free of charge, information about categories of Personal Information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared Personal Information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

## **9. Your Rights Under GDPR and CCPA (CPRA)**

If you are a resident of the European Economic Area (EEA) or California, you have certain data protection rights:

- The right to access, update, or delete the information we have on you.
- The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.
- The right to object. You have the right to object to our processing of your Personal Information.

- The right of restriction. You have the right to request that we restrict the processing of your Personal Information.
- The right to data portability. You have the right to be provided with a copy of your Personal Information in a structured, machine-readable, and commonly used format.
- The right to withdraw consent. You also have the right to withdraw your consent at any time where the Exchange relied on your consent to process your Personal Information.

To exercise these rights, please contact us using the information provided below.

## **10. Children's Privacy**

Our service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your child has provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from anyone under the age of 13 without verification of parental consent, we take steps to remove that information from our servers.

If we need to rely on consent as a legal basis for processing your information and your country requires consent from a parent, we may require your parent's consent before we collect and use that information.

## **11. Links to Other Websites**

Our service may contain links to other websites that are not operated by the New York Sports Exchange. If you click on a third party link, you will be directed to that third party's site or application. We strongly advise you to review the Privacy Policy of every site or application you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third party sites or services.

## **12. Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted to [https://www.newyorkspcx.com/nysx\\_privacy\\_policy.pdf](https://www.newyorkspcx.com/nysx_privacy_policy.pdf).

## **13. Contact Us**

If you have any questions about this Privacy Policy, you can contact us:

- By email: [contact@newyorkspcx.com](mailto:contact@newyorkspcx.com)