

# PRIVACY POLICY

**Effective Date: November 1, 2016**

This privacy policy (this "Privacy Policy") tells you about the information that Go4Ellis, LLC ("Go4Ellis," "we" or "our") collects about you in connection with the operation of our website, [www.Go4Ellis.com](http://www.Go4Ellis.com) (the "Website"), how such information is used and how you can access and correct certain information that we may collect.

Please note that this Privacy Policy applies only to information collected from you by Go4Ellis via the Website and does not apply to information obtained or disclosed through offline correspondence or personal contacts with Go4Ellis representatives.

This Privacy Policy applies to all users of our Website, including (a) persons anywhere in the United States who use the Website and the services offered through our Website (collectively, the "Services") to request Athletic Training Services for their sports or other occurrences and (b) Athletic Trainers anywhere in the United States who use our Services to find athletic training work (collectively, "Users").

Certain capitalized terms that are used but defined in this Privacy Policy have the meanings given to them in the Go4Ellis Terms of Use (<https://www.go4ellis.com/files/terms-conditions.pdf>).

## Collection of Information

### *Information You Provide to Us*

We collect personally identifiable information you voluntarily provide to us, such as when you create or modify your Go4Ellis account and/or profile, post events, apply for work, contact customer support, or otherwise communicate with us. This information may include your: name, email, phone number, postal address, profile picture, payment method, services or jobs requested, notes, account history and other information you choose to provide.

### *Information We Collect Through Your Use of Our Services*

When you use our Services, we collect information about you in the following general categories:

- **Transaction Information:** We collect transaction details related to your use of our Services, including the type of service requested, date and time the service was provided, amount charged, and other related transaction details.
- **Usage and Preference Information:** We collect information about how you and other Users interact with our Services, preferences expressed, and settings

chosen. In some cases we do this through the use of cookies, pixel tags, and similar technologies that create and maintain unique identifiers. To learn more about our use of “cookies”, please read the section of this Privacy Policy entitled “Cookies and Other Technologies” further below.

- **Device Information:** We may collect information about your mobile device, including, for example, the hardware model, operating system and version, software and file names and versions, preferred language, unique device identifier, advertising identifiers, serial number, device motion information, and mobile network information.
- **Log Information:** When you interact with the Services, we collect server logs, which may include information like device IP address, access dates and times, app features or pages viewed, app crashes and other system activity, type of browser, and the third-party site or service you were using before interacting with our Services.

### ***Information We Collect From Other Sources***

We may also receive information about you from other sources and combine that with information we collect through our Services. For example:

- When you request athletic training services, our Athletic Trainer Users may provide us with a User rating after providing services to you.
- When you provide athletic training services, our Event Operator Users may provide us with a User rating after you provide services to them.
- If you interact with our Services in multiple capacities, for instance as an Athletic Trainer User and as an Event Operator User, we may combine or associate the information that we have collected from you in multiple capacities.

### **Use of Information**

We may use the information we collect about you to:

- Provide, maintain, and improve our Services, including, for example, to facilitate payments, send receipts, provide products and services you request (and send related information), develop new features, provide customer support to Users, develop safety features, authenticate Users, and send product updates and administrative messages;
- Perform internal operations, including, for example, to prevent fraud and abuse of our Services; to troubleshoot software bugs and operational problems; to conduct data analysis, testing, and research; to enforce our Terms of Use; and to monitor and analyze usage and activity trends;
- Send you communications we think will be of interest to you, including information about products, services, promotions, news, and events of Go4Ellis and other companies, where permissible and according to

- applicable law;
- Personalize and improve the Services, including to provide or recommend features, content, social connections, referrals, and advertisements.

### **Sharing of Information**

We may share the information we collect about you as described in this Privacy Policy or as described at the time of collection, including as follows:

#### ***Through Our Services***

We may share your personal information:

- With other Users to enable them to provide the Services you request. For example, we may share your name, photo (if you provide one), and average User rating;
- With third parties to provide you a service you requested through a partnership or promotional offering made by a third party or us; and
- With third parties with whom you choose to let us share information.

#### ***Other Important Sharing***

We may share your personal information:

- With Go4Ellis subsidiaries and affiliated entities that provide services or conduct data processing on our behalf, or for data centralization and/or logistics purposes;
- With vendors, consultants, marketing partners, and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information by a competent authority if we believe in good faith that disclosure is in accordance with, or is otherwise required by, any applicable law, regulation, or legal process;
- With law enforcement officials, government authorities, or other third parties if we believe in good faith that your actions are inconsistent with our Terms of Use or policies, or to protect the rights, property or safety of Go4Ellis, Users or other third parties;
- In connection with, or during negotiations of, any merger, sale of company assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or into another company;
- If we otherwise notify you and you consent to the sharing; and
- In an aggregated and/or anonymized form which cannot reasonably be used to identify you.

### **Cookies and Other Technologies**

Cookies help us in many ways to make your visit to the Website more enjoyable and

meaningful to you. Cookies are text information files that your web browser places on your computer when you visit a website. Go4Ellis may use such “cookie” technology to obtain non-personal information from you as an online visitor. Most browsers accept cookies automatically, but can be configured not to accept them or to indicate when a cookie is being sent. Go4Ellis may also use so-called “web beacons” to access the information contained in its cookies within the Website.

### **Account Information**

You may correct or update your account information at any time by logging into your online [or in-app] account. If you wish to cancel your account, please email us at [info@go4ellis.com](mailto:info@go4ellis.com). Please note that in some cases we may retain certain information about you as required by law, or for legitimate business purposes to the extent permitted by law. For instance, if you have a standing credit or debt on your account, or if we believe you have committed fraud or violated our Terms of Use, we may seek to resolve the issue before deleting your information.

### **Access Rights**

Go4Ellis will comply with individual’s requests regarding access, correction, and/or deletion of the personal data it stores in accordance with applicable law.

### **Security**

We use commercially reasonable efforts to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security.

### **Links to Other Sites**

The Website may contain advertisements and/or links to other companies’ websites that are not controlled or operated by Go4Ellis. This Privacy Policy does not apply to such third party websites, and Go4Ellis is not responsible for the content of such third party websites or the privacy practices of such third parties. Therefore, we encourage you to request and review the privacy policies of any third parties upon disclosing your information to such parties or visiting such third party websites.

### **Promotional Communications**

Go4Ellis may send you promotional messages from time to time. You may opt out of receiving promotional messages from us by following the instructions in those messages. If you opt out, we may still send you non-promotional communications, such as those about your account, about Services you have requested, or our ongoing business relations.

## **Your California Privacy Rights**

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. Go4Ellis does not share your personally identifiable information with third parties for the third parties' direct marketing purposes unless you provide us with consent to do so.

## **Children's Privacy**

The Website is not directed towards or intended to be used by anyone under the age of eighteen (18) years old. Accordingly, we do not knowingly collect information from children under the age of thirteen (13).

## **Changes to the Privacy Policy**

By using the Website, you agree to this Privacy Policy. If you do not agree to this Privacy Policy, you may not use the Website. Go4Ellis reserves the right, in our discretion, to modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. If we make any material changes to this Privacy Policy, including in the way we treat your personal information, we will provide you notice through the Website or by some other means, such as email. Your continued use of the Services after such notice constitutes your consent to the changes. We encourage you to periodically review the Privacy Policy for the latest information on our privacy practices.

## **Contact Us**

If you have any questions about this Privacy Policy, please contact us [info@go4ellis.com](mailto:info@go4ellis.com), or write us at Go4Ellis, LLC, Attn: Support, 4747 S. Broad Street, Building 101, Suite 310, Philadelphia, PA 19112.