

Easy2Coach GmbH – Privacy Policy

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Easy2Coach GmbH knows users are particularly sensitive to the handling of all personal data that users submit to www.easy2coach.net or to one of our apps. Our general guidelines are simple, and we clearly state what data we collect and why we do it. Your data will be specially protected by us.

The main purpose of data collection is to provide you with an optimal environment so that your crew can organize themselves to the best possible extent. Whether we provide you with features to help you better manage training days, tournaments, games, events, assignments or cancellations, we'll show you a media library of football exercises and training schedules at the touch of a button, so you can plan your own training as quickly as possible. Whether we work with football services to give you access to preferred products and technologies, or provide you with responsive customer support so you can easily work with easy2coach at any time, our ultimate goal is to have the team organization for you as easy as possible.

With this Privacy Policy we would like to inform you in detail what personal information we collect from you, either directly or indirectly, and how we use that personal information. In this Privacy Policy, we also show you how to control the use of your information.

First, a brief definition of personal data: Personal data is information about yourself that we can associate with you at any time or that we can clearly identify to you.

When referring to website or easy2coach below, all products from easy2coach, the website www.easy2coach.net as well as the iOS and Android apps from easy2coach (www.easy2coach.net/apps) are meant as well. In addition, this Privacy Policy applies to all sites controlled by easy2coach and other interactions with easy2coach outside the Internet (such as participation in an easy2coach event).

Please read the following privacy policy completely and carefully so that you understand clearly what personal information is collected, used and shared by easy2coach. Basic phrases like 'easy2coach', 'website', 'us' or 'we' all refer to Easy2Coach GmbH

The different types of personal information collected on easy2coach

- **Data that we receive from you personally:**

Basically, in easy2coach, we enter data that you voluntarily provide to us, e.g. when registering to use easy2coach for team organization, when purchasing products or premium memberships in easy2coach or when contacting our customer support. This includes your e-

mail address, your first name, your last name as well as your address for the billing process. These data will not be disclosed to third parties without your explicit consent.

- **Data that we collect automatically**

To optimize our website, we collect and store functional data and additional usage data, such as the date and time of the page view, the page from which you accessed our site. This is done anonymously without personally identifying the user of the page. Sometimes user profiles are created using a pseudonym. Again, there is no connection between the natural person behind the pseudonym and the collected usage data. We also use cookies to collect and store the usage data. These are small text files that are saved on your computer for storage of statistical information such as operating system, your Internet user program (browser), IP address, the previously accessed web page (referrer URL) as well as for the identification of date / time on our side. We collect this data exclusively for statistical purposes, to further optimize our website and to make our Internet offers even more attractive. The collection and storage take place exclusively in an anonymous or pseudonymous form and leaves no inference to you as a natural person.

- **Data we obtain from additional sources**

Of course, there is a possibility that we may receive data about you from additional sources from third parties. These include partners with whom we provide joint services or realize joint marketing activities. There is also the possibility that we may receive data through social media platforms when you interact with easy2coach on these platforms. Of course, we also ensure that any information we receive from third parties is treated in accordance with our privacy policy and, in addition, any other restriction imposed by the third party.

- **Data about children**

As a matter of principle, easy2coach products and services are not aimed at children under the age of 16. Of course, users of all ages can register on our website as well as in our apps or download them. However, we do not knowingly collect personally identifiable information from users under the age of 16 without parental consent. Parents or guardians may inform us at any time if their child has registered inappropriately or without parental consent in easy2coach. We will investigate the case immediately and if necessary delete the account in easy2coach as well as all associated personal data immediately.

Exchange of data between customers and easy2coach

In this privacy policy, we want to show you just where easy2coach potentially collects personally identifiable information from customers. For this purpose, we have listed below various situations in which personal data between the customer and easy2coach are exchanged:

- **First customer contact with easy2coach**

If you want to get information about easy2coach, you either visit one of our websites or your visit us at fairs, for example. Of course, this also includes navigating on our website, a possible telephone call with our support or sales team, voluntary registration for a newsletter

or voluntary registration on our website as well as the attendance of events in which easy2coach is present. In this context, you may voluntarily provide us with personally identifiable information. These include, for example, your first and last name or your e-mail address. In addition, we may also collect information for statistical purposes through cookies or similar technologies.

Data we collect: First name, last name, club name, e-mail address as well as anonymized information passed on through cookies or similar technologies.

Reason for data collection: We use the data collected to be able to present you product news from easy2coach as quickly as possible and to inform you about upcoming events or other innovations at easy2coach. We use the additional, anonymized information that we have received through cookies or similar technologies to optimize our websites for all visitors. It is therefore in our legitimate interest to use your personal data for these purposes.

- **Acquisition of easy2coach products**

Once you have decided to purchase a chargeable easy2coach product, you can successfully complete your purchase either through the easy2coach website or through possible partner sites. For this we need data from you to finalize your purchase.

Data we collect: first name, last name, country, street, house number, zip code, city, telephone, e-mail address, payment information

Reason for Data Collection: We use this data to complete your order, to check if there are any questions, to ask if you were satisfied with your purchase or to resolve any other issues related to your purchased easy2coach product. The processing of the collected data is necessary at this point in order to fulfill the contract you have entered into.

Important information: We point out that we do not store any payment or credit card information from you. We do not even use the payment information you have entered. These are only used by our payment service provider for the purchase of an easy2coach product you have made.

- **Registration on easy2coach.net or via the easy2coach iOS / Android Apps**

To use the easy2coach portal or the easy2coach app for iOS / Android, you need to register with easy2coach. The registration is voluntary and free of charge and for the complete registration a connection to the internet is always necessary. After registration you will be asked to either join an already existing team in easy2coach or you have the option to create your own team in easy2coach. In order to be able to use the entire functions also mobile over an App, you are likewise asked to download the easy2coach Apps from our web pages or the website of a third-party provider (e.g. the Apple Store). With the easy2coach iOS and Android apps, you can organize your team, e.g. from a mobile phone or tablet.

Important information: In order to use the easy2coach portal, you must register on easy2coach.net or via the easy2coach iOS / Android app.

Upon registration, you will need to enter your e-mail address and your first and last name and password of your choice. The password is used in this context only for authentication and for clear access to your easy2coach account. After successful registration, we assign your account a unique numerical identification number to identify your easy2coach account without direct reference to your person. This unique number is linked to the email address you provided when registering.

Data we collect: first name, last name, e-mail address, password (please note that your password is stored in a one-way hash function so that nobody, not even easy2coach employees, can recover or share it), Team affiliation (this includes club name, team name, season, team role, time zone and language).

Reason for data collection: We collect this data in order to guarantee a complete functionality in the easy2coach portal as well as in our iOS / Android apps and to prevent unauthorized access to your easy2coach account. In order to be able to fully use easy2coach, a user must have an active team affiliation in at least one team. For this purpose, the user can either create their own team in easy2coach or submit an application for membership to a team already created in easy2coach. In both cases, the user must have at least one team affiliation so that we can fulfill the contract you have entered. In addition, we use your e-mail address to send you messages from easy2coach, e.g. to provide software updates and promotional announcements, to inform you about easy2coach's products and / or services, or to inform you about great news and product offerings from easy2coach. It is our legitimate interest at this point to process your personal data for these purposes.

- **Using the easy2coach portal or the easy2coach iOS / Android app**

After successful registration and team creation or team joining, basic functions are available free of charge, whereas additional premium functions can be added to an account for a fee. In order to be able to fully use the portal as well as the easy2coach iOS / Android app, further optional function data are recorded by the user. This functional data are sometimes required to guarantee that your easy2coach account performs free of errors.

Important Information: You may not object to the collection, transfer and / or processing of this data (hereafter referred to as "required functional data") if you wish to use your easy2coach account. Other functional data can be completely controlled by the user and are excluded from a transfer to third parties.

Data we collect:

Required functional data:

- Registration data in easy2coach: E-mail address, first and last name as well as the aforementioned credentials for your easy2coach account
- System data: This includes the product type (e.g., easy2coach portal, smartphone app, tablet app), app operating system, app version

Reason for data collection: Of course we only collect the “required functional data” to guarantee a smooth functional framework of the easy2coach products, to assist you with support questions and to save your preferred team settings. This is necessary to fulfill the contract you have entered into. In addition, we collect this data to perform product improvements, which is our legitimate interest.

- **Assistance in consulting the easy2coach support**

Of course, you may need to contact our support team to request assistance with your easy2coach products. In this context, we may collect data from you or your easy2coach products in order to provide you with the best possible assistance.

Data we collect: This includes, but is not limited to: Your contact information, such as your e-mail address, name, telephone number, content of your request, and any documents submitted about your problem. In part, it helps our team to access diagnostic data. You can optionally submit these together with your request to us. This includes information such as your browser, your operating system, your app version, your installed third-party apps.

Reason for data collection: Of course, we only collect this data in order to offer you the best possible support. For technical problems or general customer inquiries we use e.g. our contact details in order to get in touch with you about your deposited contact options. In the case of technical problems, we need your additional information about the system in order to be able to help you immediately and effectively. The use of this data is necessary to fulfill the contract you have entered into.

Use of personal usage data

We use the data we collect to provide you with the easy2coach products and services at all times. This also includes the use of data to enhance and customize your portal features. We also use this information to contact you, e.g. to inform you through your user account about innovations, services, security issues or news. The following are the purposes for using your data:

- **Offered easy2coach products**

We use your data to properly provide or operate the easy2coach products and services we offer. This use is necessary to fulfill the contract you have entered into.

- **Customer Support**

We use your data to answer your customer inquiries as quickly as possible, to solve problems or to provide other support services. This use is necessary to fulfill the contract you have entered into and to serve the legitimate interests of easy2coach.

- **Due to product improvements**

We use your data to further develop and optimize our easy2coach products and services. This includes the use of usage data to internally define and prioritize the development of new features. This use is necessary to serve the legitimate interests of easy2coach.

- **Security aspects and disputes**

We use your information to provide you with the maximum level of security to detect or prevent possible fraud and to settle possible disputes. Of course, we also use these to enforce our agreements at any time. This use is necessary to serve the legitimate interests of easy2coach.

- **Own business activities**

We use your data to develop overall analyzes internally. These enable us to maintain our business operations, make operational and strategic decisions and inform you about our developments. This use is necessary to serve the legitimate interests of easy2coach.

- **For communication, marketing and advertising purposes**

We use your data to write our news to you and to personalize it. For example, we will contact you via easy2coach app or via e-mail to inform you about new features in our easy2coach products, new services, new security features and updates. In addition, this enables us to help you with support questions. This use is necessary to serve the legitimate interests of easy2coach. In addition, it is important to know that we use cookies or similar technologies on our sites to provide you with relevant advertising. We've summarized more details on managing your email settings in the Rights and customizations section.

easy2coach never offers personal information about its users for sale. To give you an even better idea of how easy2coach collects personal information and uses it in actions between you and easy2coach, we have summarized below under what circumstances we will forward data to the following categories of third parties.

Sharing of personal usage data

- **Third party**

We hire third parties to ultimately provide services on their behalf. Such third-party providers are required for website management, hosting, payment processing and email marketing measures. Of course, we will only share your information with third parties or agents in order to provide on our behalf easy2coach products or easy2coach services that have either been authorized or approved by you. Only in these cases will we disclose your personal information to third parties or their agents, but always under the direction of easy2coach and at all times in consensus with this Privacy Policy. This use is necessary in order to serve the legitimate interests of easy2coach and to share this personal information for these variants with third parties.

- **Possible forced disclosure**

We must disclose your personal information if we are required to do so by law or if it is necessary to carry out our service. We also need to disclose your personal information if it is necessary to protect our rights or our users. In this case, your data may be disclosed to law enforcement agencies, law enforcement agencies or legal proceedings.

- **Sale or merger of easy2coach**

In the event of a merger, sale or acquisition (all or part of our assets), we will disclose your personal information. Of course, we will inform you about your rights in such a case in good time via our website.

Basics of using your personal information

There are different bases for the use of personal data. These are summarized below:

- In most of cases, the use of your personal data is necessary in order to fulfill the contract you have entered into. For example, to complete your registration, manage your easy2coach account, assist with any queries, or complete the purchase of an easy2coach product. We also need to be able to perform basic functions safely to fulfill your contract.
- You have explicitly consented to the additional use of your personal information.
- In part, we also use your personal information when we pursue our legitimate interests. We refer to our legitimate interest when analyzing and optimizing our easy2coach services and products, our content on our websites and apps. We also refer to our legitimate interest to send you information on updates or information on easy2coach services and easy2coach products in this context. We also refer to our legitimate interest to use your data for fraud detection or for administrative or legal concerns.

Basic information on the security, storage and retention of your personal data

Safety

Our goal is to make the protection of your personal data as safe as possible. We use SSL technology for the transmission of personal data. This means that all personal data from our server will be encrypted and transmitted to you. It is basically impossible for other people to read your data during the transmission. We point out, however, that data transmission over the internet can have security gaps. Complete protection of data against access by third parties can never be 100% guaranteed. Your password is always stored as a one-way hash function, so it can not be viewed or recovered by anyone, not even an easy2coach employee (it can only be reseted by an employee in exceptional cases).

In order to gain access to your easy2coach account and our services, you must log in to your easy2coach account with your easy2coach username and password. You are required to ensure the confidentiality of your information, to keep your password secret and never to disclose it to third parties. Please inform us immediately if you think your password has been misused. Please also make sure that you always log out to complete your session completely. Please never give your password to third parties. **We will never ask for your password!**

If you have any questions about the security of your personal data, please contact us by e-mail at privacy@easy2coach.net

Saving data

We use many technical and organizational measures to protect your personal information. For example, we store the personal information you collect on restricted access systems located on controlled servers. Of course, we ensure that the third-party vendors we engage in their data centers implement appropriate security measures to maximize the protection of your information. Your data will be stored at our partner, the Hetzner Online GmbH in Germany and are therefore subject to the highest European standards.

Storage

When storing your personal data, we are bound by certain guidelines. As long as you use our products and services, we must keep your personal information. Likewise, we are bound by applicable laws, especially regarding the storage of documents / invoices. We also retain your personal information in order to resolve disputes with other parties and for any other purpose that allows us to conduct our business. Of course, all personal information we hold is subject to this Privacy Policy and our Retention Policy. If you would like to know specifically how long we will keep certain personal information of you, please send us an e-mail to privacy@easy2coach.net

Rights and adjustments

Your rights

- You will receive information about your stored data free of charge at any time without giving reasons. If you do not have a user account in easy2coach, you can ask us to send you a copy of your personal information collected by us. If you have a user account in easy2coach, you will find all personal data stored on your person in our online portal. Just log in to easy2coach.net and click on the links below:
 - [User account with personal data](#)
 - [Saved user settings](#)
 - [Stored invoice data](#)
- You may inform us at any time if your personal information has changed and if you would like us to change the personal information that you collect
- You may also ask for the deletion of your personal information in certain situations. To delete your personal data, we have integrated a button “delete account” under this [link](#). This completely deletes your easy2coach account from our system and only data such as invoice documents remain in our system.

If you currently manage your own team in easy2coach, you would first have to completely delete your team in easy2coach before you can delete your user account with your personal data. To delete your team, simply follow these steps:

- Log in with your username and password at easy2coach.net
- In the left navigation, open the menu item “Team data” – “Master data”.
- Click “Delete team” at the bottom of the page.

Please always make sure that you are in the right team. After deleting your last team for which you are primarily responsible, you can completely delete your user account with all data.

- Of course, in some circumstances, you may also ask us to send your personal information that you have given us to a third party.

You can also at any time revoke the consent given to us for data collection and use without giving reasons. You also have the right to refuse the use of your personal information at any time if the use is based on a legitimate interest. Because we rely on the accuracy and timeliness of your personal information, please contact us directly if your personal information changes. Just let us know your changes via email to the following address: privacy@easy2coach.net

Of course, we try to answer your request as soon as possible, but at the latest after 30 days. Our goal is always, in cooperation with you, to find an optimal solution for any complaint on your part so as to identify and solve problems. Of course, if we can not help you with your complaint, you can also file your complaint or problem with the data protection authority of your country or your supervisory authority. However, we will do everything we can to avoid this in advance.

Your choices – setting options regarding communication, marketing & advertising

Of course, you may object to receiving direct mail from easy2coach. For this you can simply click on the “Unsubscribe” link at the end of an advertising e-mail from easy2coach. Alternatively, you can simply log into your easy2coach user account at www.easy2coach.net and click on the “Settings” entry in your profile. Here you have in the upper area the possibility to object to the receipt of advertising. In addition, you can customize your in-app notifications by customizing your preferred settings in the notifications module of the iOS and / or Android apps. Of course, we will respect your decision at all times and will not send you promotional e-mails after logging out or adjusting your communication settings.

However, it is important to keep in mind that we will continue to provide you with notices of changes to our terms and conditions, certain policy adjustments, software / app updates on easy2coach products, standard notifications of easy2coach support, such as important information about purchases, data breaches, or any other important information, such as the adaptation of services or any news related to security problems. This will continue to be sent as long as you are a registered user in easy2coach

Use of cookies and similar technologies

Cookies

A cookie is a small file that is loaded onto your device and that enables easy2coach features. For example, we may use cookies to identify your device, keep you safe when you access easy2coach and our other websites, and to detect when someone tries to access your account from another device. In addition, cookies allow us to share content with you on easy2coach and present relevant ads to you. The following cookies are used by us:

- **Required cookies:** These types of cookies are essential for the proper use of our products and features. Without these cookies, for example, you will not be able to log in to our website or apps.
- **Information Cookies:** These cookies collect information about your user behavior. We use these cookies to optimize our website for you and to optimize your user experience as much as possible.
- **Functional cookies:** These cookies help us to remember your choices, such as: your geographic location to view our website for your region.
- **Third party cookies:** These cookies are provided by websites that are not affiliated with easy2coach and are therefore subject to the privacy policy applicable to these external service providers. This includes, for example, facebook on our site. On our pages plugins of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA are integrated. The Facebook plugins can be recognized by the Facebook logo or the “Like-Button” (“Like”) on our site. An overview of the Facebook plugins can be found [here](#). When you visit our pages, the plugin establishes a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our site with your IP address. If you click on the Facebook “Like-Button” while you are logged into your Facebook account, you can link the contents of our pages to your Facebook profile. As a result, Facebook can assign the visit to our pages to your user account. We point out that we as the provider of the pages are not aware of the content of the data transmitted and their use by Facebook. For more information, see the Facebook Privacy Policy. If you do not wish Facebook to associate your visit to our pages with your Facebook user account, please log out of your Facebook user account.
- **Analytical cookies:** Our websites use analytical cookies such as Google Analytics. This website uses Google Analytics and Google Remarketing. These are services of Google Inc. (“Google”).

Google uses so-called “cookies”, text files that are stored on your computer and that allows an analysis of the use of the website by you. The information generated by the cookie about your use of this website (including your IP address) is transmitted to and stored by Google on servers in the United States. The IP address is then shortened by Google for the last three digits, a clear assignment of the IP address is therefore no longer possible.

Google complies with the US Safe Harbor Privacy Policy and is registered with the US Department of Commerce Safe Harbor Program.

Google will use this information to evaluate your use of the website, to compile reports on website activity for website operators and to provide other services related to website activity and internet usage. Google may also transfer this information to third parties if required by law or as far as third parties process this data on behalf of Google.

Third parties, including Google, place ads on websites on the Internet. Third parties, including Google, use stored cookies to serve ads based on previous visits by a user to this site.

Google will never associate your IP address with other Google data. The data collection and storage can be contradicted at any time with effect for the future. You can disable the use of cookies by Google by visiting the page to disable Google advertising. Alternatively, users

can disable the use of third-party cookies by visiting the opt-out page of the Network Advertising Initiative.

We point out, however, that you may not be able to use all the features of this website in this case. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

The data collection and storage can be contradicted at any time with effect for the future. For more information about Google's terms, please visit Google's private policy page.

Privacy Policy for the use of Google AdSense

This website uses Google AdSense, a service for integrating advertisements of Google Inc. ("Google"). Google AdSense uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website. Google AdSense also uses so-called web beacons (invisible graphics). These web beacons can be used to evaluate information such as visitor traffic on these pages.

The information generated by cookies and web beacons on the use of this website (including your IP address) and delivery of advertising formats are transmitted to and stored by Google on servers in the USA. This information may be disclosed by Google to contractors of Google. However, Google will not merge your IP address with other data you have stored.

You can prevent the installation of cookies by setting your browser software accordingly; however, please note that in this case you may not be able to use all features of this website to the fullest extent. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Banner of the Sportvertical Marketing GmbH

The banners on this page are partly delivered by our partner of Sportvertical Marketing GmbH. Information about the privacy of Sportvertical Marketing GmbH can be found [here](#).

Other marketing tools

This website uses Hotjar, a screen recording software to analyze user behavior and user interaction. Of course we have also made a data processing agreement with Hotjar. Information on the privacy of Hotjar can be found [here](#).

Adjustments and changes to the easy2coach privacy policy

easy2coach has the right to change or update this privacy policy if necessary. This may be the case in particular if easy2coach has to take into account new or changed easy2coach products and / or services in the privacy policy or if customer feedback is to be taken into account in the privacy policy. Of course, we will always state the date of the last update within this declaration. If any fundamental changes occur, we will of course notify you by law before entering into force either by notice on our website or by notice. However, we

recommend that you always read this privacy policy regularly to be able to assess at any time how easy2coach uses and secures your personal information.

Your contact for questions and wishes

If you have any questions, comments, requests for information or other concerns about your personal information, please send us an e-mail to privacy@easy2coach.net.

The data protection officer of Easy2Coach GmbH can be reached at the following address: Karl-Marx-Allee 85, 10243 Berlin, Germany or by email at: privacy@easy2coach.net