

# PRIVACY POLICY OF THE PLAYBALL APPLICATION

## 1. Introduction

1. This Privacy Policy sets out the principles for the processing of personal data of users of the Playball application (hereinafter: the "Application").
2. The data controllers of the users' personal data are **Sportendo**, located at 4527 W 142nd St, Hawthorne, CA 90250, USA, and **Playball Polska sp. z o.o.**, located at 02-943, Warsaw, Bolesława Limanowskiego 7/1 (hereinafter collectively referred to as: "We" or the "Joint Controllers").
3. Both companies jointly determine the purposes and means of data processing and are responsible for their protection.
4. By using the Application, the user accepts the terms of this Privacy Policy.

## 2. What Data Do We Collect?

1. Data collected from users:
  - a) First and last name
  - b) Phone number
  - c) Email address
2. Data collected automatically:
  - a) User activity data – number of matches played, statistics
  - b) Technical data – IP address, device type, operating system, browser type
3. Payment data:

During the payment process, we collect data necessary to complete the transaction; however, we do not store payment card details – they are processed by payment providers.
4. What data is visible to other users?
  - a) First and last name
  - b) Match statistics (number of matches played, goals, assists, etc.)
  - c) Phone number (available to event organizers)

## 3. What Is the Purpose of Data Processing?

1. Provision of services – enabling registration, organization, and participation in sports events

2. Payment processing – completing transactions within the Application
3. Maintaining and improving service quality – analyzing user activity
4. Content personalization – tailoring event recommendations to user preferences
5. Ensuring security – detecting and preventing fraud
6. Communication with users – sending notifications about events
7. Marketing activities – if the user has not objected
8. User behavior analysis – using tools such as Firebase, Smartlook, Google Analytics, and others to monitor how the Application is used, collect technical statistics, and improve functionality and user experience

#### **4. On What Legal Basis Do We Process Data?**

1. Performance of a contract (Article 6(1)(b) of the GDPR)
2. Legal obligations (Article 6(1)(c) of the GDPR)
3. Legitimate interest (Article 6(1)(f) of the GDPR)
4. User consent (Article 6(1)(a) of the GDPR)

#### **5. How Long Do We Store Data?**

1. User account data – until the account is deleted
2. Payment data – for 5 years, in accordance with legal requirements
3. Marketing data – until consent is withdrawn
4. Statistical data – in anonymized form
5. Blocked user data – to prevent re-registration

#### **6. Who Do We Share Data With?**

1. Payment, hosting, and IT service providers

2. Event organizers
3. Business partners, service providers, and contractors
4. State authorities, if required by law

## **7. Do We Transfer Data Outside the EEA?**

1. Yes, data may be transferred to the USA (DigitalOcean servers, New Jersey, USA)
2. We apply Standard Contractual Clauses (SCC) and other safeguards

## **8. What Rights Does the User Have?**

1. Access to their data
2. Rectification of data
3. Deletion of the account ("right to be forgotten")
4. Restriction of processing
5. Data portability
6. Withdrawal of consent for marketing activities
7. Filing a complaint with the data protection authority  
(Personal Data Protection Office /  
[https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en))

## **9. How Will the User Be Notified of a Data Breach?**

1. Push notification
2. Email
3. In-app message

## **10. Where Can the Current Version of the Privacy Policy Be Found?**

1. Website: <https://playball.world/privacy>
2. In the Playball application – Privacy Policy section

## **11. Final Provisions**

1. This Policy is valid indefinitely
  2. Deleting the account means termination of data processing
  3. Data may be transferred to a new owner of the Playball application
- Contact: [support@playball.world](mailto:support@playball.world)