

HYPE Privacy Policy

HYPE Sport Innovations Ltd. (“**HYPE**”, “**we**”, “**our**” or “**us**”) provides an eco-system that allows sport innovators from around the world (“**Participants**”) to connect with thought leaders, investors and sponsors (“**Partners**”) in order to maximize the potential of their innovation (the “**Eco-system**”).

Our Eco-system, our website available at www.hypesportsinnovation.com and any other webpage, email or online forum under our control (collectively – “**Sites**”), provide a variety of services including accelerator programs, innovation services, investment funds as well as startup & alumni services and support, in order to maximize the potential of sport innovators around the world (collectively - the “**Services**”).

This Privacy Policy describes how and for which purposes we collect, store, use and disclose personal data regarding our prospective and existing Participants and Partners; as well as individuals who visit our Sites (“**Visitors**” and together with Partners and Participants, as applicable - “**you**”). It applies whenever you interact with us or otherwise visit, access or use any of our Services.

Specifically, this Privacy Policy describes our practices regarding –

1. [Data Collection](#)
2. [Data Uses](#)
3. [Data Location and Retention](#)
4. [Data Sharing](#)
5. [Cookies and Tracking Technologies](#)
6. [Communications](#)
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Please read this Privacy Policy carefully and make sure that you fully understand and agree to it. You are not legally required to provide us with any Personal Data (defined below), and may do so (or avoid doing so) at your own free will. If you do not wish to provide us with such Personal Data, or to have it processed by us or any of our Service Providers (defined below), please simply do not enter our Sites or use our Services. You may also choose not to provide us with “optional” Personal Data, but please keep in mind that without it we may not be able to provide you with the full range of our services or with the best user experience when using our Service.

1. Data Collection

We collect various types of personal data regarding our Partners and Participants, as well as data regarding Visitors to our Sites. Such data is typically collected and generated through your interaction with us or our Services, through automatic means, or directly from you, from other Partners, or from other third parties.

Specifically, we collect the following categories of data (which, to the extent it relates to an identified or identifiable individual, is deemed as “**Personal Data**”):

1. **Data automatically collected or generated:** When you visit, interact with, or use our Services, we may collect, record or generate certain technical data about you. We do so either independently or with the help of third party Service Providers (as defined in Section 4 below), including through the use of “cookies” and other tracking technologies (as detailed in Section 5 below).

Such data consists of connectivity, technical and aggregated usage data, such as IP addresses and general locations, device data (like: type, operating system, browser version, locale and language

settings used, clicks, page views, initiated checkouts, applications, http headers, button click data, optional values, form field names, date and time stamps of usage, the cookies and pixels installed or utilized on such device and the recorded activity sessions and other interactions) of Visitors, Participants and Partners in connection with our Services.

2. **Participant Data received from you:** When you sign up to one of our accelerator or investment programs and create your startup profile, you may provide us with Personal Data. This includes your name, workplace and position, contact details (such as e-mail, phone and address), as well as any other data you might provide during your onboarding process (collectively, "**Participant Data**"), including your business billing details, needs and preferences.

To the extent that such data concerns a non-human entity (e.g. the bank account of a company or business), we will not regard it as "Personal Data" and this Privacy Policy will not apply to it.

3. **Participant Data received from other Participants:** Participants may provide us with the contact details of their employees, team members and colleagues, in order for us to contact, invite or subscribe them to our Services. Such data typically includes these individuals' names, phone numbers and work e-mails, however additional data may be provided at the discretion of those providing it. For the purposes of this Privacy Policy, this data will also be regarded as "Participant Data".
4. **Data received from other third parties:** We may receive Personal Data concerning you from other sources, including our Partners and Service Providers. For example, if you participate in an event, webinar or promotion that we sponsor or participate in, we may receive your Personal Data as organizers or fellow participants. We may also receive your contact and professional details (e.g., your name, company, position, contact details and professional experience, preferences and interests) from our business partners or service providers, and through the use of tools and channels commonly used for connecting between companies and individuals in order to explore potential business and employment opportunities, such as LinkedIn.
5. **Data obtained through Analytics Tools:** We use analytics tools (e.g. Google Analytics) to collect data about the use of our Sites and Services. Analytics tools collect data such as how often Participants, Partners and Visitors visit or use the Sites or Services, which pages they visit and when, and which website, ad or e-mail message brought them there.
6. **Contacts:** You may also send us "Contact Us" or support requests, or provide us with feedback, reviews, or answers to surveys or promotions, including by submitting an online form on our Services or social media channels, by sending an e-mail to any of our designated addresses, or any other form of communication. Such data may include details on a problem you are experiencing, contact information and any other documentation, screen recording, screenshots or other information.

2. Data Uses

We use Personal Data as necessary for the performance of our Services; to comply with our legal and contractual obligations; and to support our legitimate interests in maintaining and improving our Services, and gaining insights which help us dedicate our resources and efforts more efficiently; in marketing, advertising and promoting our Services to you and others; providing customer service and technical support; and protecting and securing our Partners, Participants, Visitors, ourselves and our Services.

Specifically, we use Personal Data for the following purposes:

1. To facilitate, operate, and provide our Services;
2. To authenticate the identity of our Participants and Partners, and to allow them to access our Services;
3. To provide our Visitors, Participants and Partners with assistance and support;

4. To gain a better understanding on how Visitors, Participants and Partners evaluate, use and interact with our Services, and how we could improve their and other users' experience, and continue improving our methods, offerings and the overall performance of our Services;
5. To facilitate and optimize our marketing campaigns, ad management and sales operations, and to manage and deliver advertisements for our services more effectively, including on other websites and applications, so to allow us to highlight the benefits of using our Services, and thereby to increase your engagement and overall satisfaction with our Services;
6. To contact our Visitors, Participants and Partners (whether existing or prospective) with general or personalized service-related messages, as well as promotional messages that may be of specific interest to them (as further described in Section 6 below);
7. To facilitate, organize, sponsor and offer certain events, contests and promotions;
8. To support and enhance our data security measures, including for the purposes of preventing and mitigating the risks of fraud, error or any illegal or prohibited activity;
9. To create aggregated statistical data, inferred non-personal data or anonymized or pseudonymized data (rendered non-personal), which we or our business partners may use to provide and improve our respective services, or for any other purpose; and
10. To comply with applicable laws and regulations.

3. Data Location & Retention

Data Location: Your Personal Data may be maintained, processed and stored by us and our authorized Service Providers (defined below) in multiple locations, including in the United States of America, Israel and other jurisdictions, as reasonably necessary for the proper performance and delivery of our Services, or as may be required by law.

HYPE Sport Innovation Ltd. is headquartered in Israel, a jurisdiction which is considered by the European Commission to be offering an adequate level of protection for the Personal Data of EU Member State residents.

While privacy laws may vary between jurisdictions, HYPE and its affiliates and Service Providers are each committed to protect Personal Data in accordance with this Privacy Policy and customary industry standards, regardless of any lesser legal requirements that may apply in their jurisdiction.

Data Retention: We will retain your Personal Data for as long as it is reasonably necessary in order to maintain and expand our relationship and provide you with our Services and offerings; in order to comply with our legal and contractual obligations; or to protect ourselves from any potential disputes (i.e. as required by laws applicable to log-keeping, records and bookkeeping, and in order to have proof and evidence concerning our relationship, should any legal issues arise following your discontinuance of use), all in accordance with our data retention policy.

Please note that except as required by applicable law or our specific agreements with you, we will not be obligated to retain your Personal Data for any particular period, and we are free to securely delete it or restrict access to it for any reason and at any time, with or without notice to you. If you have any questions about our data retention policy, please contact us by e-mail at info@hypesportsinnovation.com.

4. Data Sharing

Legal Compliance: In exceptional circumstances, we may disclose or allow government and law enforcement officials access to your Personal Data, in response to a subpoena, search warrant or court order (or similar requirement), or in compliance with applicable laws and regulations. Such disclosure or access may occur if we believe in good faith that: (a) we are legally compelled to do so; (b) disclosure is appropriate in connection with efforts to investigate, prevent, or take action regarding actual or suspected illegal activity, fraud, or other wrongdoing; or (c) such disclosure is required to protect the security or integrity of our products and services.

Service Providers: We may engage selected third party companies and individuals to perform services complementary to our own. Such service providers include Third Party Service providers, hosting and server co-location services, communications and content delivery networks (CDNs), data and cyber security services, billing and payment processing services, fraud detection and prevention services, web analytics, e-mail distribution and monitoring services, session or activity recording services, remote access services, performance measurement, data optimization and marketing services, social and advertising networks, content providers, e-mail, voicemails, support and customer relation management systems, and our legal and financial advisors (collectively, "**Service Providers**").

These Service Providers may have access to your Personal Data, depending on each of their specific roles and purposes in facilitating and enhancing our Services, and may only use it for such limited purposes as determined in our agreements with them. When our Service Providers contact you in order to offer or promote our Services, they may additionally interest you in their own services. Should you decide to engage in such activities with HYPE's Service Providers, please note that such engagement is beyond the scope of HYPE's Terms and Privacy Policy and will therefore be covered by our Service Provider's terms and privacy policy.

Our Service Providers shall be deemed as 'Data Processors' in circumstances where HYPE assumes the role of 'Data Controller'; and where HYPE acts as the Data Processor for our Partner or Participant organization, the Service Provider shall be deemed our 'Sub-Processor' (as further described in Section 9 below).

Sharing Participant Data with our Partners: We may share your Participant Data and profile, based on your consent, with Partners with whom we believe you share common interests and / or have specifically asked to be introduced to your company.

Protecting Rights and Safety: We may share your Personal Data with others if we believe in good faith that this will help protect the rights, property or personal safety of HYPE, any of our Partners, or any members of the general public.

HYPE Subsidiaries and Affiliated Companies: We may share Personal Data internally within our group, for the purposes described in this Privacy Policy. In addition, should HYPE or any of its subsidiaries or affiliates undergo any change in control or ownership, including by means of merger, acquisition, fund raising or purchase of its shares or assets, your Personal Data may be shared with the parties involved in such an event. If we believe that such change in control might materially affect your Personal Data then stored with us, we will notify you of this event and the choices you may have via e-mail or prominent notice on our Services.

For the avoidance of doubt, HYPE may share your Personal Data in additional manners, pursuant to your explicit approval, or if we are legally obligated to do so, or if we have successfully rendered such data non-personal and anonymous. We may transfer, share or otherwise use non-personal data at our sole discretion and without the need for further approval.

5. Cookies and Tracking Technologies

Our Sites and Services (including some of our Service Providers) utilize "cookies", anonymous identifiers, container tags and other technologies in order for us to provide our Services and ensure that it performs properly, to analyze our performance and marketing activities, and to personalize your experience. Such cookies and similar files or tags may also be temporarily placed on your device. Certain cookies and other technologies serve to recall Personal Data, such as an IP address, previously indicated by a User. For more information, please review our [Cookies Policy](#).

Please note that we do not change our practices in response to a "Do Not Track" signal in the HTTP header from a browser or mobile application, however, most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser.

6. Communications

Service Communications: We may contact you with important information regarding our Services. For example, we may send you notifications (through any of the means available to us) of changes or updates to our Services, billing issues, service changes, etc. Please note that you will not be able to opt-out of receiving certain service communications which are integral to your use (like password resets or billing notices).

Promotional Communications: We may also notify you about new features, additional offerings, events and special opportunities or any other information we think our Participants and Partners will find valuable. We may provide such notices through any of the contact means available to us (e.g. phone, mobile or e-mail), through the Services, or through our marketing campaigns on any other sites or platforms.

If you do not wish to receive such promotional communications, you may notify HYPE at any time by sending an e-mail to info@hypesportsinnovation.com, or by following the "unsubscribe", instructions contained in the promotional communications you receive.

7. Data Security

In order to protect your Personal Data held with us, we are using industry-standard physical, procedural and technical security measures, including encryption as appropriate. That said, please be aware that regardless of any security measures used, we cannot and do not guarantee the absolute protection and security of any Personal Data stored with us or with any third parties as described in Section 4 above.

8. Data Subject Rights

If you wish to exercise your rights under any applicable law, including the EU General Data Protection Regulation (GDPR), to request access to, rectification or erasure of your Personal Data held with HYPE, or to restrict or object to such Personal Data's processing, or to port such Personal Data – please contact us by e-mail at: privacy@hypesportsinnovation.com.

Please note that once you contact us by e-mail, we may require additional information and documents, including certain Personal Data, in order to authenticate and validate your identity and to process your request. Such additional data will be then retained by us for legal purposes (e.g. as proof of the identity of the person submitting the request), in accordance with Section 3 above.

9. Data Controller/Processor

Certain data protection laws and regulations, such as the GDPR, typically distinguish between two main roles for parties processing Personal Data: the "Data Controller", who determines the purposes and means of processing; and the "Data Processor", who processes the data on behalf of the Data Controller. Below we explain how these roles apply to our Services, to the extent that such laws and regulations apply.

HYPE is the "Data Controller" of its Visitors', Participants' and Partners' Personal Data, as well as usage, preferences and engagement data. With respect to such data, we assume the responsibilities of Data Controller (solely to the extent applicable under law), as set forth in this Privacy Policy; and our Service Providers processing such data will assume the role of "Data Processor".

We might organize an event together with Partners, or otherwise share certain information of certain Participants with our Partners for purposes of facilitating and enhancing our Eco-system. In such instances, the Partner we share the information with shall be deemed a "separate and independent Controller" of such data as well as HYPE, subject to our Data Sharing Agreement with such Partner (to the extent applicable) and other commercial agreements.

10. Additional Notices

Updates and Amendments: We may update and amend this Privacy Policy from time to time by posting an amended version on our Services. The amended version will be effective as of the date it is published. We will provide a 10-day prior notice if we believe any substantial changes are involved via any of the communication means available to us or via the Services. After such notice period, all amendments shall be deemed accepted by you.

External Links: While our Services may contain links to other websites or services, we are not responsible for their privacy practices. We encourage you to pay attention when you leave our Services for the website or application of such third parties, and to read the privacy policies of each and every website and service you visit. This Privacy Policy applies only to our Services.

Our Services are not designed to attract children under the age of 16: We do not knowingly collect Personal Data from children and do not wish to do so. If we learn that a person under the age of 16 is using the Services, we will attempt to prohibit and block such use and will make our best efforts to promptly delete any Personal Data stored with us with regard to such child. If you believe that we might have any such data, please contact us by e-mail at privacy@hypesportsinnovation.com.

EU Representative: [...] has been designated as HYPE's representative in the European Union for data protection matters pursuant to Article 27 of the GDPR. [...] may be contacted only on matters related to the processing of Personal Data. To make such an inquiry, please send an email to privacy@hypesportsinnovation.com. If you are a GDPR-protected individual, you also have the right to lodge a complaint with an EU supervisory authority.

Questions, concerns or complaints: If you have any comments or questions regarding our Privacy Policy, or if you have any concerns regarding your Personal Data held with us, please contact us as privacy@hypesportsinnovation.com.

Effective Date: January 2020