



# Privacy Policy – LVLup Props

Effective: November 18, 2025

Last updated: November 18, 2025

Contact: [Support@lvlupprops.ai](mailto:Support@lvlupprops.ai)

7030 Woodbine Avenue Suite 500, Markham ON L3R6G2

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## 1. Who We Are

LVLup Sports Consulting Inc. (“LVLup Props”, “we”, “us”, “our”), based in Canada, provides the LVLup Props app and website (the “Services”). We are the controller of Personal Information collected through the Services.

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## 2. Eligibility and Age Requirements

Our Services are intended for adults only - generally 19+ in most Canadian provinces and territories, 18+ in Alberta, Manitoba, and Québec, and 21+ in certain U.S. states.

We do not knowingly collect data from minors. If you believe a minor has provided information, please contact us to request deletion.

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## 3. Information We Collect

We collect information to provide, secure, and improve our Services. This includes:

- **Account and Contact Information:** name, email, username or handle, and password (stored securely).
- **Payment and Subscription Data:** billing information processed through secure third-party payment providers (we do not store full payment details).
- **Usage and Device Data:** app and website activity, device type, operating system, IP address, browser type, and crash logs.
- **Preferences and Activity:** saved picks, watchlists, or settings you configure.
- **Support and Communications:** messages, feedback, and responses to surveys.

- **Cookies and Tracking Technologies:** used for functionality, analytics, and (if enabled) marketing attribution.

We do not intentionally collect government identification numbers, health data, or other sensitive categories of information.

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#### 4. How We Use Information

We use the information we collect to:

- Provide and maintain your account and access to the Services.
  - Authenticate users and ensure security and fraud prevention.
  - Personalize features, recommendations, and user experience.
  - Analyze performance and improve products.
  - Process payments and manage subscriptions.
  - Communicate about updates, support, and service notices.
  - Send marketing communications with your consent, where required by law.
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#### 5. Legal Bases for Processing

Where applicable (e.g., in the EU/UK), we rely on:

- **Performance of contract** (to deliver the Services);
  - **Legitimate interests** (to improve and secure the product);
  - **Consent** (for marketing or optional cookies); and
  - **Legal obligations** (for recordkeeping or compliance).
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#### 6. When We Share Information

We may share limited Personal Information with trusted third-party service providers who assist us in operating and improving the Services. These include:

- **Hosting and infrastructure providers** for secure data storage and performance.

- **Authentication and account management platforms** for user access and login.
- **Payment processors** for subscription billing.
- **Analytics and performance tools** to understand usage and enhance functionality.
- **Communication and support platforms** for emails, push notifications, and customer inquiries.

These service providers process data only on our behalf and under strict confidentiality and data protection terms. We do not sell or rent Personal Information. Any data sharing is limited to the purposes described in this Policy.

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## **7. Cookies and Tracking**

We use cookies and similar technologies for functionality, analytics, and, if you consent, marketing attribution. You can manage preferences through your browser or mobile settings. Disabling cookies may affect certain features.

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## **8. International Data Transfers**

Your information may be stored and processed in Canada, the United States, and other jurisdictions. We use appropriate safeguards, such as contractual protections, to ensure your data remains protected wherever it is processed.

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## **9. Data Retention**

We retain Personal Information only as long as necessary for the purposes described above or as required by law. For example:

- Billing and account data may be retained up to seven (7) years for tax and compliance.
  - Analytics and usage data may be retained up to twenty-four (24) months. After that, data is deleted or anonymized.
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## **10. Your Rights**

Depending on your location, you may have the right to:

- Access, correct, or delete your Personal Information.
- Withdraw consent to marketing or other optional processing.
- Request data portability or restriction of processing.
- Opt out of any data “sale” or “sharing” under U.S. state laws.

To exercise these rights, email **support@lvlupprops.ai**. We will verify your identity and respond within the time required by law.

Canadian users may also contact the Office of the Privacy Commissioner of Canada regarding unresolved concerns.

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## **11. Marketing Emails and SMS**

We send promotional communications only with required consent under CASL (Canada) and other applicable laws. You can unsubscribe using the link in any email or reply “STOP” to SMS messages. We do not share SMS opt-in data with third parties except service providers that enable delivery.

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## **12. Security**

We use administrative, technical, and physical safeguards to protect your information, including encryption in transit, access controls, and regular security reviews. No system is perfectly secure; we encourage you to use a strong, unique password and keep it confidential.

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## **13. Third-Party Links**

Our Services may contain links to third-party websites or applications. We are not responsible for the privacy practices or content of those third parties. Please review their policies.

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## **14. Account Deletion**

You may request deletion of your account by:

- Submitting a request through the in-app option (Profile → Account → Delete Account) or
- Emailing **support@lvlupprops.ai** from your account email with the subject “Delete My Account.”

We will delete Personal Information unless retention is legally required (e.g., billing records).

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## **15. Changes to This Policy**

We may update this Privacy Policy from time to time. Material changes will be communicated via in-app notice or email, and the effective date will be updated accordingly.

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## **16. Contact**

**LVLup Sports Consulting Inc.**

Email: **support@lvlupprops.ai**

Address: **7030 Woodbine Avenue Suite 500, Markham ON L3R6G2**

If you are based in the European Union, you have the right to make a complaint at any time to your local supervisory authority for data protection issues. Canadian residents may also contact the Office of the Privacy Commissioner of Canada regarding privacy inquiries, however we would appreciate the chance to deal with your concerns beforehand so please contact us at support@lvlupprops.ai in the first instance.