**Privacy Policy for Made 4 Kids Hockey Training Inc.**

**Effective Date: April 22, 2024**

Made 4 Kids Hockey Training Inc. ("we," "us," or "our") respects the privacy of our users ("user" or "you"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information or that of your minor (if you are providing information as parent or legal guardian of such minor) when you visit our website made4kidshockeytraining.com, including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”) or when you participate in any service we offer on or through the Site (the “Services”). Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site or utilize any of our services. **BY USING THE SITE AND/OR SERVICES YOU ARE ACCEPTING THE PRACTICES SET OUT IN THIS PRIVACY STATEMENT AND THE APPLICABLE TERMS OF SERVICE.**

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Effective Date” of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

**Collection of Your Information**

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

*Personal Data*: Personally identifiable information, such as your name, mailing address, email address, telephone number, and demographic information, such as your age, gender, school, and skills and interests, that you voluntarily give to us when you register with the Site or when you choose to participate in our various services offered through the Site, such as message boards, video upload or document exchange. You are under no obligation to provide us with personal information of any kind, however, your refusal to do so may prevent you from using certain features or receiving full benefit of the Site and/or Services.

*Derivative Data*: Information our servers or those of our third-party data analytic providers (e.g. Google Analytics) automatically collect when you access the Site, such as your IP address, location, Internet service provider (ISP), your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site. We, or our third-party analytics providers, may use “cookies” or “web beacons” to keep track of some types of information while you are visiting the Site or using our Services. Cookies are very small files placed on your computer, and “web beacons” (also known as “clear gifs” and “pixel tags”) are small transparent graphic images that are often used in conjunction with cookies in order to further personalize our website for our users and to collect a limited set of information about our visitors. These tools allow us to count the number of visitors to our website and distinguish repeat visitors from new visitors. They also allow us to save user preferences and track user trends. We may rely on cookies for the proper or improved operation of our website; therefore, if your browser is set to reject all cookies, the Site or Services may not function properly. Users who refuse cookies assume all responsibility for any resulting loss of functionality.

*Financial Data*: Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services from the Site. We store only very limited, if any, financial information that we collect. Otherwise, all financial information is stored by our payment processor, presently STRIPE, and you are encouraged to review their privacy policy and contact them directly for responses to your questions.

*Data from Contests, Giveaways, and Surveys*: Personal and other information you may provide when entering contests or giveaways and/or responding to surveys.

*Video Content*: Videos that you voluntarily upload to the Site for the purpose of receiving the Services. These videos will be used strictly for Service delivery and improvement.

**Use of Your Information**

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience both on our Site generally and your participation in our Services. Specifically, we may use information collected about you via the Site to:

* Create and manage your account.
* Deliver personalized service and coaching.
* Increase the efficiency and operation of the Site.
* Monitor and analyze usage and trends to improve your experience with the Site.
* Notify you of updates to the Site.
* Offer new products, services, and/or recommendations to you.
* Perform other business activities as needed.
* Request feedback and contact you about your use of the Site.
* Resolve disputes and troubleshoot problems.
* Respond to product and customer service requests.
* Send you a newsletter.

**Disclosure of Your Information**

We will not sell, rent, or lease your personal information to third parties. Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the Services requested.

However, we may share information we have collected about you in certain situations. Your information may be disclosed as follows:

*By Law or to Protect Rights*: If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.

*Disclosure to Stop or Prevent Abuse*: Notwithstanding any other provision of this privacy statement or our Terms and Conditions of Service in effect from time to time, we reserve the right, but have no obligation, to disclose any information that you submit through the Site or while participating in the Services, if in our sole opinion, we suspect or have reason to suspect, that the information involves a party who may be the victim of abuse in any form. Abuse may include, without limitation, child abuse, spousal abuse, elder abuse, neglect, or domestic violence. Information may be disclosed to authorities that we, in our sole discretion, deem appropriate to handle such disclosure. Appropriate authorities may include, without limitation, law enforcement agencies, child protection agencies, or court officials. You hereby acknowledge and agree that we are permitted to make such disclosure.

*Third-Party Service Providers*: We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

*Marketing Communications*: Only with your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

*Interactions with Other Users*: If you interact with other users of the Site, those users may see your name, profile photo, and descriptions of your activity.

*Online Postings*: When you post comments, contributions, or other content to the Site, your posts may be viewed by all users and may be publicly distributed outside the Site in perpetuity.

*Third-Party Advertisers*: We may use third-party advertising companies to serve ads when you visit the Site. These companies may use information about your visits to the Site and other websites that are contained in web cookies in order to provide advertisements about goods and services of interest to you.

*Affiliates*: We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include parent or affiliate companies and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.

*Acquisition*: As we develop our business, we may buy or sell assets or be acquired by another company, and, depending on the transaction, your information may be one of the transferred assets. If this occurs, you will be notified if there are any material changes to the way your personal information is collected or used.

**Third-Party Websites**

The Site may contain links to third-party websites and applications of interest, including advertisements and external services, which are not affiliated with us. Once you have used these links to leave the Site, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services, or applications that may be linked to or from the Site.

**Security of Your Information**

While we have implemented commercially reasonable administrative, technical, and/or physical security measures to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

**Policy for Children**

We do not knowingly solicit information from or market to children under the age of 13 except with the active consent and participation of their parent or legal guardian. If you become aware of any data we may have inadvertently or without proper consent collected from children under age 13, please contact us using the contact information provided below. By use of the Site and Services, you confirm that any data or information in relation to a minor has been provided by or with the express consent of their parent or legal guardian.

**Controls for Do-Not-Track Features**

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy.

**Options Regarding Your Information**

You may at any time review or change the information in your account or terminate your account by:

* Logging into your account on the Site and updating your account settings; or
* Contacting us using the contact information provided below.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Service and/or comply with legal requirements.

**Emails and Communications**

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:

* Noting your preferences at the time you register your account with the Site;
* Logging into the Site and modifying your account settings to reflect your preferences; or
* Contacting us using the contact information provided below.

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

**Contact Us**

If you have questions or comments about this Privacy Policy, please contact us at:

**Made 4 Kids Hockey Training Inc.**

Email: contact@m4khockey.com
Phone: 825-888-0359

**For written communication please forward correspondence to:**

**Made 4 Kids Hockey Training Inc.**

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