

# Privacy

## Collection and Use of Personal Information

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with LevelChanger or LevelChanger affiliated company. LevelChanger and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

Here are some examples of the types of personal information LevelChanger may collect and how we may use it.

### What personal information we collect

- When you use the Takedown Scoring and Stats Application, you might enter your email address. We use your email address to inform you about Takedown Scoring and Stats and LevelChanger. You can opt out at any time.
- The Takedown LIVE Application does not collect any personal information.

### How we use your personal information

- The personal information we collect allows us to inform you about LevelChanger's latest product announcements, software updates, and upcoming events. If you don't want to be on our mailing list, you can opt out anytime by tapping the "Unsubscribe" text at the bottom of our email message to you or by sending an email message to [support@levelchanger.com](mailto:support@levelchanger.com).
- From time to time, we may use your personal information to send important notices, such as communications about changes to our terms, conditions, and policies.
- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve LevelChanger's products, services, and customer communications.
- If you enter into a contest or similar promotion we may use the information you provide to administer those programs.

## Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual.

We may collect, use, transfer, and disclose non-personal information for any purpose. The following are

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some examples of non-personal information that we collect and how we may use it:

- We may collect information such as occupation, language, zip code, area code, unique device identifier, referrer URL, location, and the time zone where a LevelChanger product is used so that we can better understand customer behavior and improve our products, services, and advertising.
- We may collect information regarding customer activities on our website, the Takedown Scoring and Stats Application and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.
- Our website has enabled Google Analytics Advertising Features solely for our own use in determining demographic and interest data. We do not evaluate cookies created by other parties nor do we share any information with third parties.
- We may collect and store details of how you use our services, including search queries. This information may be used to improve the relevancy of results provided by our services. Such information will not be associated with your IP address.
- You can opt out of data collection in the Takedown Application on the Settings page.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

### **Cookies and Other Technologies**

LevelChanger's website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

LevelChanger and our partners also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with LevelChanger more convenient and personal. For example, knowing your contact information, hardware identifiers, and information about your computer or device helps us provide

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you with better customer service.

As is true of most internet services, we gather some information automatically and store it in log files. We use this information to understand and analyze trends, to administer the site and our products, to learn about user behavior on the site and our products, to improve our product and services, and to gather demographic information about our user base as a whole. LevelChanger may use this information in our marketing and advertising services.

In some of our email messages, we use a “clickthrough URL” linked to content on the LevelChanger website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this clickthrough data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages. Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

### **Disclosure to Third Parties**

Currently, LevelChanger does not make personal information available to third parties except as provided for below.

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for LevelChanger to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate. We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

### **Location-Based Services**

To provide location-based services on LevelChanger products, LevelChanger may collect and use precise location data, including the real-time geographic location of your computer or device. Where available, location based services may use GPS, Bluetooth, and your IP Address, along with crowd-sourced WiFi hotspot and cell tower locations, and other technologies to determine your devices’ approximate location. Unless you provide consent, this location data is collected anonymously in a form that does not personally identify you and is used by LevelChanger to provide and improve location-based products and services.

### **Third Party Sites and Services**

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LevelChanger websites, products, applications, and services may contain links to third-party websites, products, and services. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

### YouTube API Services

LevelChanger uses certain YouTube API Services in our products. In addition to the privacy policies contained herein, the information below is presented at the request of Google and YouTube, and specifically concerns our use of YouTube API Services:

- Google's Privacy Policy is available at <https://www.google.com/policies/privacy>
- YouTube's Terms of Service is available at <https://www.youtube.com/t/terms>
- During video upload to YouTube, the Takedown Scoring and Stats Application sets values for the video Title, video Description and video Privacy Setting. The Application user can specify these values for each uploaded video.
- The Takedown Scoring and Stats Application collects YouTube video identifiers for purposes of (1) enabling YouTube video playback in the Takedown Scoring and Stats Application; (2) creating hyperlinks to YouTube videos; and (3) for better understanding feature usage patterns and user behavior. These identifiers are stored on the user's device in the Takedown Scoring and Stats Application's database. Users can delete these video identifiers by deleting the wrestling match associated with the video identifier. The Application also accesses and uses YouTube video identifiers to confirm the existence of the associated video on the YouTube platform.
- In addition to LevelChanger's normal procedure for deleting stored user data, users can revoke LevelChanger's access to their data via the Google security settings page at <https://security.google.com/settings/security/permissions>.

### Privacy Questions

If you have any questions, complaints or concerns about LevelChanger's Privacy Policy, please contact us at [support@levelchanger.com](mailto:support@levelchanger.com).

All such communications are examined and replies issued where appropriate as soon as possible.

LevelChanger may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.

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Updated: October 2 2020