

# Privacy Policy

Last Updated Date: 07/21/2025

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## 1. Introduction

Welcome to **Automatic: Teams**, a mobile application developed and operated by **Automatic AI, LLC**. This Privacy Policy outlines how we collect, use, disclose, and protect your information when you use our team-based coaching and performance tracking platform.

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## 2. Consent

By accessing or using Automatic: Teams, you agree to the terms of this Privacy Policy. If you do not agree with our practices, please discontinue using the app.

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## 3. Information Collection

We collect the following types of information to enhance the user experience and improve our services:

### Profile Information

Collected to personalize experience and support team-based reports:

- Name
- Email address
- Date of birth (DOB)
- Gender
- Location

- Device type and OS version (iOS, watchOS)
- Weight, height, shooting hand
- Level of play, position

## **Team and Coach Data**

Collected for team management functionality:

- Coach name, email, and role
- Team name and rosters
- Assigned workouts and performance goals
- Notes or feedback shared with players

## **Performance Data**

Collected from interactions with Apple Watch or iPhone to track basketball performance:

- Motion sensor data
- Heart rate
- Calories burned
- Distance traveled
- Time spent working out
- Workout type (e.g. basketball)
- Basketball-specific metrics (e.g. shot force, release angle)

## **Usage Data**

Collected to understand app behavior and improve features:

- In-app behavior and preferences

- Frequency and duration of app usage

## Analytics Data

Collected for internal performance monitoring:

- **Firebase Analytics:** Tracks usage patterns to improve user experience
- **App Store Analytics:** Tracks acquisition and retention trends

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## 4. Use of Information

We use collected information for the following purposes:

- To provide and improve services, including personalized performance reports
- To generate team-level insights and analytics
- To facilitate team management by coaches
- To support communication between coaches and athletes
- To send notifications or updates regarding the app and user accounts
- To analyze usage trends and optimize product functionality

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## 5. Sharing of Information

We may share your information in the following situations:

- **Within-Team Sharing:** Player performance and profile data may be shared with coaches and team members, based on account role and access level.
- **Service Providers:** With trusted third-party vendors required for app functionality.
- **Legal Compliance:** When required by law or government authorities.

- **Business Transfers:** In the event of a merger, acquisition, or sale of company assets.

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## 6. Data Security

We implement reasonable physical, technical, and administrative measures to safeguard your data. Access to sensitive information is role-based, ensuring that player data is only viewable by authorized coaches or team staff. However, no method of transmission or storage is 100% secure.

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## 7. International Users

Automatic: Teams is operated in the United States. If you access the app from outside the U.S., your information will be transferred to and processed in the U.S. in accordance with this Privacy Policy.

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## 8. Changes to This Policy

We may update this Privacy Policy periodically. All changes will be posted on this page, and we will notify users of any material updates.

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## 9. Contact Information

If you have any questions or concerns regarding this Privacy Policy, please contact us at:

 [support@automatictrainer.com](mailto:support@automatictrainer.com)

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## 10. Your Consent

By using Automatic: Teams, you consent to our collection, use, and sharing of your information as outlined in this Privacy Policy, now and as updated in the future.

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## **11. Children's Privacy (*if applicable*)**

Automatic: Teams is not intended for use by children under 13 without verifiable parental consent. If we discover that we have collected personal information from a child without proper authorization, we will take steps to delete it promptly.

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## **12. Data Retention**

We retain personal and team data for as long as necessary to provide services, comply with legal obligations, and resolve disputes. Coaches may remove players or teams from their dashboards, and users may request deletion of their data by contacting us at [support@automatictrainer.com](mailto:support@automatictrainer.com).