

Privacy Policy

Introduction

'The Cricket Revolution' ("TCR") is a data-driven sports technology platform with the key aim of providing the right tools for match preparedness to cricketing professionals, academies and clubs through optimal analytics and monitoring.

'The Cricket Revolution' application and website are wholly owned by the legally incorporated entity 'KU Performance Services LLP' ("KUPSL").

General

We at KUPSL, care deeply about your privacy and value your trust. This Privacy Policy governs your use of the mobile application 'The Cricket Revolution' ("Application"), www.thecricketrevolution.com ("Website") and any other associated products and services managed by KUPSL.

This Privacy Policy highlights what kind of information we collect, how we use this information and what your rights are.

Please read this Privacy Policy ("Policy") and our Terms and Conditions ("T&C") carefully before using the Application, Website, our services and products. Your use of the Website, Application, or services in connection with the Application, Website or products (collectively "Services"), or registrations with us through any modes or usage of any products including through SD cards, tablets or other storage/transmitting device shall signify your acceptance of this Policy and your agreement to be legally bound by the same.

This Policy shall, at all times be read and construed in consonance and along with the Terms and Conditions of the Application and Website (see our Terms & Conditions).

If you have any queries or concerns with this Policy, please contact us through our support details available at the end of this Policy. If you do not agree with the Policy, we would advise you to not visit or use any of our Services.

We will not differentiate between who is using the device to access the Application/Website as long as the log in or access credentials match with yours. So, please ensure that you keep your login credentials safe.

Throughout this document, the terms "we", "us", "our" & "ours" refer to KUPSL. And the terms "you", "your" & "yours" refer to YOU (as the User).

All defined terms used within this Policy but not specifically defined herein shall draw their meaning from the definition ascribed to such term under the T&C.

1. What Information do we collect?

We only collect information that is necessary for us to provide you quality service. During the course of your usage of our Services, we may collect some personal and non-personal information from you directly or indirectly, as mentioned below.

The Personal Information collected, held, used and disclosed by us includes, but is not limited to, the following information about you:

- name and/or username;
- date of birth;

- gender;
- country of residence;
- phone number (mobile and/or residence and/or alternative)
- email address;
- medical/health information;
- a record of pages you visit while using our Services;
- Personal information received from social networking sites through which the User has registered to our Services, including name, profile picture, email address or friends list, and any information made public in connection with that social media service;
- internet protocol (IP) address of the User; and
- sensitive personal data such as passwords and payment details.
- information about any complaints you may lodge; and
- information about or related to your customised training program, support provided to you by our coaches or any other service we provide you.

2. How do we use this information?

Personal Information which is collected by us will be held, used and disclosed by us for the primary purpose of providing training and fitness regimes to our users for:

- personalising our fitness regimes to help you achieve your individual fitness goals;
- formulating our fitness programs to suit your individual health requirements;
- providing you with the tools necessary to determine your nutritional requirements and track your food intake;
- notifying you of account activity or update (such as a completed training program, group comment or weekly check-in);
- sending you an email to notify you of any account changes or updates to our services (such as coach updates to our user programs, training group comments, or weekly check-ins);
- supporting and enhancing our relationship with you (this includes processing your membership subscription, providing you with better support and service and sharing relevant news and information with you);
- to provide insights into the progress and experiences of TCR members; and to deal with complaints.

3. Sensitive Personal Information

Given the nature of our business as provider of online fitness resources, we may also collect some sensitive information about you, for example, information about your health, which we believe should be accorded a higher level of privacy protection.

While the present law does not particularly define Health Information. A proposed data protection law defines 'medical data' as: *"data related to the state of physical or mental health of the data principal and includes records regarding the past, present or future state of the health of such data principal, data collected in the course of registration for, or provision of health services, data associating the data principal to the provision of specific health services"*.

Health Information which we might collect about you includes, but is not limited to:

- any medical issues (as may be relevant to your use of our Application and Website);

- your health situation (for example, whether you are injured, pregnant or disabled, to the extent relevant to your use of our Application and Website);
- your current height, weight and BMI;
- what facilities or equipment you use to train;
- training frequency;
- training experience;
- progress management – a weekly photo of you, and record of height, weight, and similar information, as you work towards your goals through our program;
- progress management – a record of your progress in weekly exercises;
- mental health indicators;
- your daily calorie requirements calculated using the calorie calculator on our website;
- your specific nutritional requirements;
- a description of your fitness and nutrition goals; and
- any other information required for the provision of our programs to you.
- activity data such as steps;

We will not collect, use or disclose any of your Health Information except to the extent necessary to provide a health service to you through our programs, and will ensure that any Health Information is collected, used and disclosed only in accordance with established legal and ethical standards.

4. Retention of Personal Information

We will store any personal data we collect from you as long as it is necessary in order to facilitate your use of the Services and for ancillary legitimate and essential business purposes – these include, without limitation, for improving our Services, attending to technical issues, and dealing with disputes.

Your personal data will primarily be stored in electronic form. We may enter into agreement with third parties to collect, store, process your personal data but under full compliance with applicable laws.

We may need to retain your personal data even if you seek deletion thereof, if it is needed to comply with our legal obligations, resolve disputes and enforce our agreements.

If you are a registered user, please be advised that after you terminate your usage of our Service, we may, unless legally prohibited, delete all data provided or collected by you from our servers.

5. Sharing of Information

Every User hereby expressly agrees that KUPSL may share the Information collected from such User with its affiliates, employees, and such other individuals and institutions from time to time:

- to ensure efficient management of Application and Website traffic;
- to detect and prevent identity theft and other illegal acts;
- to respond to legal, judicial, quasi-judicial law enforcement agencies or in connection with an investigation on matters related to public safety, as required and permitted by law; and
- to ensure effective payment processing;

- with our trusted services providers who work on our behalf, and do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this Policy;
- with third party service providers in order to personalize our Services for a better user experience and to perform behavioural analysis;
- any portion of the Information containing personal data relating to minors provided by you shall be deemed to be given with the consent of the minor's legal guardian. Such consent is deemed to be provided by your registration with us.
- for such other purposes that we may deem fit from time to time, keeping in mind principles espoused by this policy.

6. Your Rights & Preferences as A Data Subject in the EU

It might have come to your attention that a new law was passed in the European Union (EU) called the General Data Protection Regulation (GDPR). The GDPR gives certain rights to individuals who are EU data subjects, in relation to their personal data.

Subject to the GDPR and applicable law's limitations, the rights afforded to you if you are an EU data subject are:

- **Right to be Informed:** You have a right to be informed about the manner in which any of your personal data is collected or used which we have endeavoured to do by way of this Policy.
- **Right of Access:** You have a right to access the personal data you have provided by requesting us to provide you with the same.
- **Right to Rectification:** You have a right to request us to amend or update your personal data if it is inaccurate or incomplete.
- **Right to Erasure:** You have a right to request us to delete your personal data.
- **Right to Restrict:** You have a right to request us to temporarily or permanently stop processing all or some of your personal data.
- **Right to Object:** You have a right, at any time, to object to our processing of your personal data under certain circumstances. You have an absolute right to object to us processing your personal data for the purposes of direct marketing.
- **Right to Data Portability:** You have a right to request us to provide you with a copy of your personal data in electronic format and you can transmit that personal data for using another third-party's product/service.
- **Right Not to be Subjected to Automated Decision-Making:** You have a right to not be subject to a decision based solely on automated decision making, including profiling.

In case you want to exercise the rights set out above you can contact us at the contact information provided at Paragraph 17 (towards the end of this Policy).

7. Representation and Warranties

4.1. Every User hereby represents and warrants to us that:

- (a) all Information provided by the User is true, correct, current and updated;
- (b) all Information provided by the User and the provision of such Information by the User does not in any manner violate any third-party agreement, law, decree, order or judgement;

- (c) all Information provided by the User does not belong to any third party, and if it does belong to a third party, the User is duly authorized by such Third Party to use, access and disseminate such Information;
- (d) the officers, directors, contractors or agents of KUPSL shall not be responsible in any manner whatsoever with regard to the authenticity or veracity of the Information that a User may provide to the Website; and
- (e) the User shall indemnify and hold harmless KUPSL and each of its officers, directors, contractors or agents and any third party relying on the Information provided by the User in the event the User is in breach of this Policy.

4.2. KUPSL represents and warrants to every User that:

- (a) it shall not collect the User's sensitive personal data unless such sensitive personal data is collected for a lawful purpose or where such collection of data is necessary;
- (b) it shall not retain any sensitive personal data for longer than such sensitive personal data is required or can be lawfully used; and
- (c) it has in place the security practices and procedures prescribed under the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 ("IT Rules").

8. Third-Party Services

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. So, if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Policy or our Terms and Conditions.

9. Cookies

Cookies are used to track your preferences, help you login faster, and aggregated to determine user trends. This data is used to improve our offerings, such as providing more content in areas of greater interest to a majority of users. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Some of our features and services may not function properly if your cookies are disabled.

10. Links

We may provide links to external websites, services or products in the normal course of our information. Clicking on links may take you to sites outside our domain. We are not responsible for the privacy practices of other web sites. We encourage our users to be aware when they leave our site to read the privacy statements of each and every web site that collects personally identifiable information. This Privacy Policy applies solely to information collected by us through our Services.

11. Public Forums

When you use certain features on our website like the discussion forums and you post or share your personal information such as comments, messages, files, photos, it will be available to all users, and will be in the public domain. All such sharing of information is done at your own risk. Please keep in mind that if you disclose personal information in your profile or when posting on our forums this information may become publicly available.

12. Security

We are concerned about safeguarding the confidentiality of your Information. We provide physical, electronic, and procedural safeguards to protect Information we process and maintain. We use systems and processes that are at par with industry standards and in line with regulations in place. Please be aware that, although we endeavour to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

13. User Communications

When you send an email or other communication to us, we may retain those communications in order to process your inquiries, respond to your requests and improve our Services.

14. Your Consent

We believe that, every user of our Services must be in a position to provide an informed consent prior to providing any Information required for the use of the Services. By registering with us, you are expressly consenting to our collection, processing, storing, disclosing and handling of your information as set forth in this Policy now and as amended by us. Processing, your information in any way, including, but not limited to, collecting, storing, deleting, using, combining, sharing, transferring and disclosing information, all of which activities will take place in India. If you reside outside India your information will be transferred, processed and stored in accordance with the applicable data protection laws of India.

15. How do you opt-out of data collection or withdraw consent?

If you do not agree with this Policy, we advise you to immediately stop using our Services.

However, if after you give us consent and opt-in, you change your mind, you may withdraw your consent by contacting for us at the below mentioned contact information.

16. Changes to the Privacy Policy

As we evolve, our privacy policy will need to evolve as well to cover new situations. You are advised to review this Policy regularly for any changes, as continued use is deemed approval of all changes.

17. Contact Information

For any grievance, queries or requests regarding this Privacy Policy or your Personal Data, we request you to contact us at:

Phone:

Email:

Address: