



*TRAIN WITH THE PROS*

# Privacy Policy

**Effective Date:** December 25, 2024

Pro Touch Soccer Development LLC (“we,” “us,” or “our”) operates the website <https://www.protouchsoccer.com> (the “Service”). This Privacy Policy explains how we collect, use, and protect your information and your rights concerning that information. By using the Service, you agree to the terms outlined below.

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## 1. Information We Collect

We collect the following types of data to enhance your experience and improve our Service:

### 1.1 Personal Data

You may provide us with personally identifiable information when you:

- Register for an event or program.
- Subscribe to our newsletter or promotions.
- Sign up for SMS updates.
- Contact us directly.

This may include:

- Name, email address, phone number, and mailing address.
- Payment information (processed through secure third-party providers).

### 1.2 Usage Data

We automatically collect information about your interaction with our Service, such as:

- IP address, browser type, and operating system.
- Pages visited, time spent on pages, and other diagnostic data.

### **1.3 Cookies and Tracking Technologies**

We use cookies and similar tracking tools to:

- Optimize and personalize your experience.
- Analyze website performance.
- Deliver targeted advertisements.

You can manage cookies via your browser settings, but disabling cookies may impact your experience on the Service.

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## **2. How We Use Your Information**

We use your data to:

- Provide and maintain our Service.
- Communicate updates, offers, and event information.
- Send SMS messages with important updates and promotional offers.
- Monitor and analyze website usage.
- Process payments and registrations securely.
- Prevent fraud and enhance security.

We process your data based on legal grounds such as consent, contractual necessity, or legitimate interests.

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### **3. Sharing Your Information**

We only share your data as necessary with trusted third parties:

#### **3.1 Service Providers**

We may use third-party companies to:

- Process payments (e.g., Stripe).
- Analyze website usage (e.g., Google Analytics).
- Send communications (e.g., email and SMS marketing platforms).

#### **3.2 SMS Communications**

By providing your phone number and opting into SMS communications, you agree to receive texts about:

- Program updates and reminders.
- Exclusive offers and promotions.
- General announcements.

Standard messaging and data rates may apply. To opt out, reply STOP to any SMS message or contact us directly.

Pro Touch Soccer respects your privacy and is committed to protecting your personal information. When you provide consent to receive SMS communications, your opt-in data, including your phone number and related information, will be used solely for the purpose of sending you updates, reminders, and promotions related to Pro Touch Soccer services.

We do not share, sell, or distribute your text messaging opt-in data or consent to any third parties.

### 3.3 Advertising and Remarketing

We partner with advertising platforms like Google and Meta (Facebook/Instagram) to deliver targeted ads:

- **Google Ads:** We use Google's remarketing services. To opt out, adjust your settings at [Google Ads Settings](#).
- **Meta (Facebook/Instagram):** We use Meta's advertising tools, including the Facebook Pixel, to track engagement and show personalized ads. Adjust your ad preferences through your Meta account settings or opt out at [Your Ad Choices](#).

### 3.4 Legal Compliance

We may disclose your information if required to comply with legal obligations or protect our rights.

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## 4. Your Data Protection Rights

Depending on your location, you may have the following rights:

- **Access:** Request a copy of the data we hold about you.
- **Correction:** Request updates to inaccurate or incomplete data.
- **Erasure:** Request deletion of your data, subject to legal obligations.
- **Opt-Out:** Unsubscribe from promotional communications, including SMS and emails.

To exercise your rights, contact us at [info@protouchsoccer.com](mailto:info@protouchsoccer.com).

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## **5. Data Retention and Security**

### **5.1 Retention**

We retain your data only as long as necessary for the purposes outlined in this policy or to comply with legal requirements.

### **5.2 Security**

We implement commercially acceptable measures to protect your information, but no method of transmission over the internet is completely secure.

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## **6. International Data Transfers**

Your data may be stored and processed in the United States or other countries with different data protection laws. We use appropriate safeguards to protect your information.

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## **7. Children's Privacy**

Our Service is not directed at children under 18. If we discover that we have inadvertently collected personal data from minors, we will delete it.

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## **8. Tracking Technologies and Advertising**

We use tracking technologies such as cookies, beacons, and pixels to analyze usage and provide tailored ads.

- **Google Analytics:** Tracks usage and website traffic. Opt out at [Google Analytics Opt-Out](#).
  - **Meta Advertising (Facebook/Instagram):** Tracks user activity for personalized advertising. You can manage your ad preferences or opt-out through your Meta account settings.
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## 9. Updates to This Policy

We may update this Privacy Policy periodically. Changes will be posted on this page with the updated effective date.

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## 10. Contact Us

For questions about this Privacy Policy or your data, contact us:

- **Email:** [info@protouchsoccer.com](mailto:info@protouchsoccer.com)
- **Phone:** (949) 522-3299
- **Address:** 26271 Eva Street, Laguna Hills, CA 92656

This Privacy Policy was updated on December 25th, 2024, and is effective immediately.